



Control Panel for Generating Vendor-Specific (V-S) Virtual Kiosks

Configure V-S Virtual Kiosks	Create V-S Virtual Kiosks	Modify V-S Virtual Kiosks	Deploy V-S Virtual Kiosks	Activate V-S Virtual Kiosks
Set Virtual Kiosk Display Mode	Search/Find	Select Brand	Virtual Kiosk	Virtual Kiosk Creation

Standard Demonstration Mode

Customize Vendor-Specific Virtual Kiosk

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Virtual Kiosk you wish to customize by clicking on the Virtual Kiosk Name. When you have finished Customizing the Vendor-Specific Virtual Kiosk click the Next button.

Vendor-Specific Virtual Kiosk Name

Trek® Cycles 2002

Vendor-Specific Serial Number

09890-0989

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F/G. 48M5

http://www.brandkeysystems.com/bk-deliver/m_launch-vendor-create-s.html
<file:///F:/www/brandkeysystems/bk-deliver/AP7j5keja8x.htm>

5/7/2003

Brandkey™

Configure V-S Virtual Kiosks

Custom Panel for Generating Vendor-Specific (V-S) Virtual Kiosks

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Modify V-S Virtual Kiosks

Deploy V-S Virtual Kiosks

Activate V-S Virtual Kiosks

Customize Virtual Kiosk

Name Virtual Kiosk

Select Brands

Search for Brands

Set Virtual Kiosk Display Mode

Standard Demonstration Mode

Customize Vendor-Specific Virtual Kiosk

Customization Options

Virtual Kiosk

Customize your Vendor-Specific Virtual Kiosk by selecting the desired Customization Options. Click Preview to preview the appearance of the customized Vendor-Specific Virtual Kiosk. Click Confirm to confirm the changes. Click Cancel to cancel your changes.

Vendor Logo:

Geometric Layout: square

Surface Texture: Black

Surface Color: Black

Button Style Set: square

Button Color Set: Black

Preview

Confirm

FIG. 48 M 6

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Control Panel for Generating Vendor-Specific (V-S) Virtual Kiosks

Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deploy V-S Virtual Kiosks | Activate V-S Virtual Kiosks

Set Virtual Kiosk Display Mode | Selection Boards | Select Brands | Name Virtual Kiosk | Customize Virtual Kiosk | Confirm Virtual Kiosk Creation

Standard Demonstration Mode

Confirm Creation of Vendor-Specific Virtual Kiosk

Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
------------------------	----------------------------	-----------------------

Congratulations, you have created the following Vendor-Specific Virtual Kiosks, you can now Modify or Deploy these Vendor-Specific Virtual Kiosks.

Vendor-Specific Virtual Kiosk Name	Vendor-Specific Virtual Kiosk Serial Number
Here will go the description of the product.	0900938-783883
Here will go the description of the product.	0900938-783883
Here will go the description of the product.	0900938-783883
Here will go the description of the product.	0900938-783883
Here will go the description of the product.	0900938-783883

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Configure V.S Virtual Kiosks

Select Virtual Kiosk

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Vendor-Specific Virtual Kiosk

Select the Vendor-Specific Virtual Kiosk you wish to modify by clicking on the Virtual Kiosk ID Number.

Virtual Kiosk ID Number	Store Location	Virtual Kiosk Name	Deployed	Active
9909930-00939	Here will go the store location	Virtual Kiosk name	✓	✓
9909930-00939	Here will go the store location	Virtual Kiosk name	✓	✓
9909930-00939	Here will go the store location	Virtual Kiosk name	✓	✗
9909930-00939	Here will go the store location	Virtual Kiosk name	✓	✓
9909930-00939	Here will go the store location	Virtual Kiosk name	✓	✗

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FIG. 48 N1

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Control Panel for Generating Vendor-Specific (V-S) Virtual Kiosks	
Configure V-S Virtual Kiosks	Create V-S Virtual Kiosks
Select Virtual Kiosk for Security Information	Modify V-S Virtual Kiosks
Deploy V-S Virtual Kiosks	Activate V-S Virtual Kiosks

Standard Demonstration Mode

Modify the Vendor-Specific Virtual Kiosk

<input checked="" type="radio"/> Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
Update the information for the selected Virtual Kiosk. Click Update to save your changes. Click Update Brands to update the list of Brand Entities associated with the selected Virtual Kiosk.		
Virtual Kiosk Serial Number:	09009876-09	
Virtual Kiosk Name:	<input type="text"/>	
Display Mode:	<input type="radio"/> Tri-Mode Display comprising: Advertising Spot Display Mode, Promotional Spot Display Mode, and Brand Information Network Display Mode <input type="radio"/> Dual-Mode Display comprising: Advertising Spot Display Mode, and Brand Information Network Display Mode <input type="radio"/> Uni-Mode Display comprising: Brand Information Network Display Mode	
Allow Consumer Installation:	<input checked="" type="radio"/> Yes <input type="radio"/> No Deployed-Activated	
Virtual Kiosk Status:	<input type="checkbox"/> Deploy this Kiosk	

[Back](#) [Update](#) [Update Brands](#)

Fig. 48N2



Configure V-S Virtual Kiosks < Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deploy V-S Virtual Kiosks | Activate V-S Virtual Kiosks

Control Panel for Generating Vendor-Specific (V-S) Virtual Kiosks

Modify the Vendor-Specific Virtual Kiosk

Client Account: DISNEY | Client Account No: 7145001

User Name: John Smith

The Vendor-Specific Virtual Kiosk [Name] has been modified. Please review and confirm your modifications. If any information is not correct then click Edit to correct and update. Click Update Brands to update the list of Brand Entities associated with the selected Virtual Kiosk.

Virtual Kiosk Serial Number: 09009876-09

Virtual Kiosk Name: Virtual Kiosk Name

Virtual Kiosk Mode: Promo-Spot Display Mode

Allow Retailer Installation: Yes

Allow Industrialist Installation: No

Allow Consumer Installation: Yes

Virtual Kiosk Status: Deployed-Activated

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Standard Demonstration Mode

Edit | Update Brands | Confirm

FIG. 48N3



Control Panel for Generating Vendor-Specific (V-S) Virtual Kiosks

Configure V-S Virtual Kiosks	Create V-S Virtual Kiosks	Modify V-S Virtual Kiosks	Deploy V-S Virtual Kiosks	Activate V-S Virtual Kiosks
<input checked="" type="checkbox"/> Select Virtual Kiosk	<input type="checkbox"/> Create New Virtual Kiosk	<input type="checkbox"/> Modify Existing Virtual Kiosk	<input type="checkbox"/> Deploy Virtual Kiosk	<input type="checkbox"/> Activate Virtual Kiosk

Edit Brand Entities

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please review the list of Brand Entities assigned to the Vendor-Specific Virtual Kiosks. To remove an associated Brand Entity from the Virtual Kiosk, simply uncheck the Active checkbox. To add new Brand Entities to the Virtual Kiosk list, click the Add Brands button. If you do not wish to add any more, click Finish to confirm the Virtual Kiosk Brand Entity list.

Brand Entity Name	Brand Entity Owner	Trade Mark (TM)	Product Descriptor (PD)	Selected
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input checked="" type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input checked="" type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input checked="" type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input checked="" type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input checked="" type="checkbox"/>

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Add Brand

Finish

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Control Panel for Generating Vendor-Specific (V-S) Virtual Kiosks

Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deploy V-S Virtual Kiosks | Activate V-S Virtual Kiosks

Select Virtual Kiosk | Create Virtual Kiosk | Open Virtual Kiosk

Standard Demonstration Mode

Search for Brand Entities:

<input checked="" type="checkbox"/> Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
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Search for the Brand Entities to add to the Vendor-Specific Virtual Kiosks. You may search by the Trade Mark, Product Descriptor or Brand Entity Name. Enter the search criteria in the textbox, select the parameters from the dropdown list and click the Search button to initiate the Brand Entity search.

Search for:

By: Trademark

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FIG. 48 NS



Control Panel for Generating Vendor-Specific (V-S) Virtual Kiosks

Configure V-S Virtual Kiosks	Create V-S Virtual Kiosks	Modify V-S Virtual Kiosks	Deploy V-S Virtual Kiosks	Activate V-S Virtual Kiosks
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[Select Virtual Kiosks](#) | [Logout](#)

Select Brand Entities

Standard Demonstration Mode

Client Account No: 7145001 **User Name:** John Smith

Select the Brand Entities to add to the Vendor-Specific Virtual Kiosks.

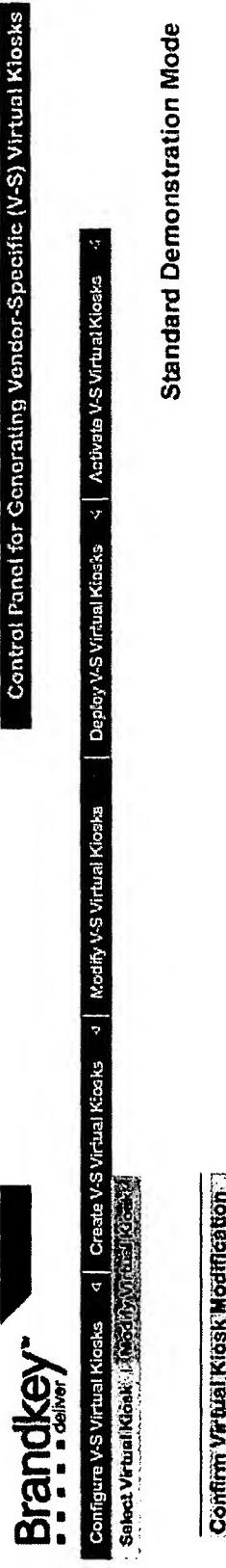
Brand Entity Name	Brand Entity Owner	Trade Mark (TM)	Product Descriptor (PD)	Add to Kiosk
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input type="checkbox"/>

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User Name: John Smith
Client Account No: 7145001
Client Account: DISNEY

Vendor-Specific Virtual Kiosk has been modified. Please review and confirm the information below. If any information is not correct then click Edit to correct and update.

List of Brand Entities	Brand Entity Name	Brand Entity Owner	Trade Mark (TM)	Product Descriptor (PD)
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	Here will go the description of the product. Here will go the description of the product.
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	Here will go the description of the product. Here will go the description of the product.
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	Here will go the description of the product. Here will go the description of the product.
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	Here will go the description of the product. Here will go the description of the product.

Confirm

Fig. 48N8



Select Launch Environment

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Vendor-Specific Virtual Kiosk can be Deployed to Launch from one of four different Environments:

- An HTML-Encoded Brandkey(TM) Button for launching the Vendor-Specific Virtual Kiosk from any web page once the Brandkey(TM) Button and its accompanying Virtual Kiosk Tag have been installed in the page.
- An HTML-Encoded Document for launching the Vendor-Specific Virtual Kiosk from a Word or PDF Document once the Document containing its Virtual Kiosk Tag have been downloaded.
- An HTML-Encoded Image for launching the Vendor-Specific Virtual Kiosk from any web page once the Image and its accompanying Virtual Kiosk Tag have been installed in the page.
- An HTML-Encoded Desktop Icon for launching the Vendor-Specific Virtual Kiosk from any Computer Desktop once the Desktop Icon containing its Virtual Kiosk Tag has been Installed on the Computer Desktop.

Select the Environment from which the selected Vendor-Specific Virtual Kiosks will be launched:

- HTML-Encoded Brandkey (TM) Button
 HTML-Encoded Document
 HTML-Encoded Image
 HTML-Encoded Desktop Icon

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FIG. 4801

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Central Panel for Generating Vendor-Specific (V-S) Virtual Kiosks

Configure V-S Virtual Kiosks	Create V-S Virtual Kiosks	Modify V-S Virtual Kiosks	Deploy V-S Virtual Kiosks	Activate V-S Virtual Kiosks
Specify Virtual Kiosk ID	Select V-S Virtual Kiosk	Deploy V-S Virtual Kiosks	Deploy V-S Virtual Kiosks	Activate V-S Virtual Kiosks

Standard Demonstration Mode

Select Vendor-Specific Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001

Select the Vendor-Specific Virtual Kiosk(s) you wish to deploy.

Virtual Kiosk ID

- 9909930-00939 Here will go the description of the retailer.
- 9909930-00939 Here will go the description of the retailer.
- 9909930-00939 Here will go the description of the retailer.
- 9909930-00939 Here will go the description of the retailer.
- 9909930-00939 Here will go the description of the retailer.

Vendor-Specific Virtual Kiosk Name

- Here will go the description of the retailer.
- Here will go the description of the retailer.
- Here will go the description of the retailer.
- Here will go the description of the retailer.
- Here will go the description of the retailer.

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FIG. 4802

Brandkey®

Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deploy V-S Virtual Kiosks | Activate V-S Virtual Kiosks

Specify Virtual Kiosk: **DISNEY** | Standard Demonstration Mode | Select Vendor-Specific Virtual Kiosk: Languages

Select Vendor-Specific Virtual Kiosk: Languages

Language	Selected	Language	Selected
English	<input type="checkbox"/>	Austrian	<input checked="" type="checkbox"/>
Spanish	<input checked="" type="checkbox"/>	Brazilian	<input checked="" type="checkbox"/>
French	<input checked="" type="checkbox"/>	Canadian French	<input checked="" type="checkbox"/>
German	<input checked="" type="checkbox"/>	Catalan	<input checked="" type="checkbox"/>
Japanese	<input checked="" type="checkbox"/>	Finnish	<input checked="" type="checkbox"/>
Dutch	<input checked="" type="checkbox"/>	Norwegian	<input checked="" type="checkbox"/>
Italian	<input checked="" type="checkbox"/>	Portuguese	<input checked="" type="checkbox"/>
Chinese	<input checked="" type="checkbox"/>	Swedish	<input checked="" type="checkbox"/>
Danish	<input checked="" type="checkbox"/>		

Select the languages in which you wish to deploy the configured Virtual Kiosks.

Central Panel for Generating Vendor-Specific (V-S) Virtual Kiosks

Standard Demonstration Mode

Client Account:	Client Account No:	User Name:
DISNEY	7145001	John Smith

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Standard Demonstration Mode

[Create HTML Encoded Document...](#)

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Create or Import the document into which you wish to embed the Vendor-Specific Virtual Kiosk tag. Click the Import button to load an existing document. The document must be in Word format to load correctly.



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F19. 4803B

http://www.brandkeysystems.com/bk_deliver/m_launch_vendor_deploy-2c.html

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F19.4803C



Control Panel for Generating Vendor-Specific (V-S) Virtual Kiosks

Configure V-S Virtual Kiosks < Create V-S Virtual Kiosks > Modify V-S Virtual Kiosks > Deploy V-S Virtual Kiosks > Activate V-S Virtual Kiosks >

Virtual Kiosks > Select Virtual Kiosks > Deploy Virtual Kiosks >

Standard Demonstration Mode

Select HTML Embedded Document Format:

<input checked="" type="radio"/> Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
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The HTML-Embedded document has been saved. Please select the format of the HTML-Embedded document you wish to deploy to the Brandkey Systems Web Server.

- Microsoft Word Document format
- Adobe PDF Document format

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FIG. 4803D



Configure V-S Virtual Kiosks	Create V-S Virtual Kiosks	Modify V-S Virtual Kiosks
Select V-S Virtual Kiosks	Select V-S Virtual Kiosks	Select V-S Virtual Kiosks

Select Vendor-Specific Virtual Kiosk(s)

Client Account: DISNEY | Client Account No: 7145001

Select the Vendor-Specific Virtual Kiosk(s) you wish to deploy.

Virtual Kiosk ID

9909930-00939

9909930-00939

9909930-00939

9909930-00939

9909930-00939

9909930-00939

Vendor-Specific Virtual Kiosk Name

Here will go the description of the retailer.

Deploy

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Control Panel for Generating Vendor-Specific (V-S) Virtual Kiosks

Standard Demonstration Mode

User Name: John Smith

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Brandkey
• deliver

Control Panel for Generating Vendor-Specific (V-S) Virtual Kiosks	
Configure V-S Virtual Kiosks	Create V-S Virtual Kiosks
Specify Virtual Kiosks	Modify V-S Virtual Kiosks
Deploy V-S Virtual Kiosks	
Activate V-S Virtual Kiosks	

Select Vendor-Specific Virtual Kiosk Languages

Client Account: DISNEY

Client Account No: 7145001

Select the languages in which you wish to deploy the configured Virtual Kiosks.

Language	Selected	Language	Selected
English	<input type="checkbox"/>	Austrian	<input checked="" type="checkbox"/>
Spanish	<input checked="" type="checkbox"/>	Brazilian	<input type="checkbox"/>
French	<input checked="" type="checkbox"/>	Canadian French	<input type="checkbox"/>
German	<input type="checkbox"/>	Catalan	<input type="checkbox"/>
Japanese	<input type="checkbox"/>	Finnish	<input type="checkbox"/>
Dutch	<input type="checkbox"/>	Norwegian	<input type="checkbox"/>
Italian	<input type="checkbox"/>	Portuguese	<input type="checkbox"/>
Chinese	<input type="checkbox"/>	Swedish	<input type="checkbox"/>
Danish	<input type="checkbox"/>		

Standard Demonstration Mode

User Name: John Smith

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Fig. 4803 F



Control Panel for Generating Vendor-Specific (V-S) Virtual Kiosks

Configure V-S Virtual Kiosks	Create V-S Virtual Kiosks	Modify V-S Virtual Kiosks	Delete V-S Virtual Kiosks	Activate V-S Virtual Kiosks
Specify Virtual Kiosks	Launch Virtual Kiosks	Deploy Virtual Kiosks	Configure Virtual Kiosks	Logout

Standard Demonstration Mode

Upload Images for HTML Encoded Images

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the image to upload that you wish to use as the base image for the HTML-Encoded image you wish to create.

Base Image:

Browse...

Select the image to upload that you wish to use as the secondary image to place on top of the base image for the HTML-Encoded image you wish to create.

Secondary Image:

Browse...

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FIG. 4803G

Brandkey
... deliver

Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deploy V-S Virtual Kiosks | Activate V-S Virtual Kiosks
Specify Virtual Kiosks | Selectivity Virtual Kiosks | Deploy Virtual Kiosks

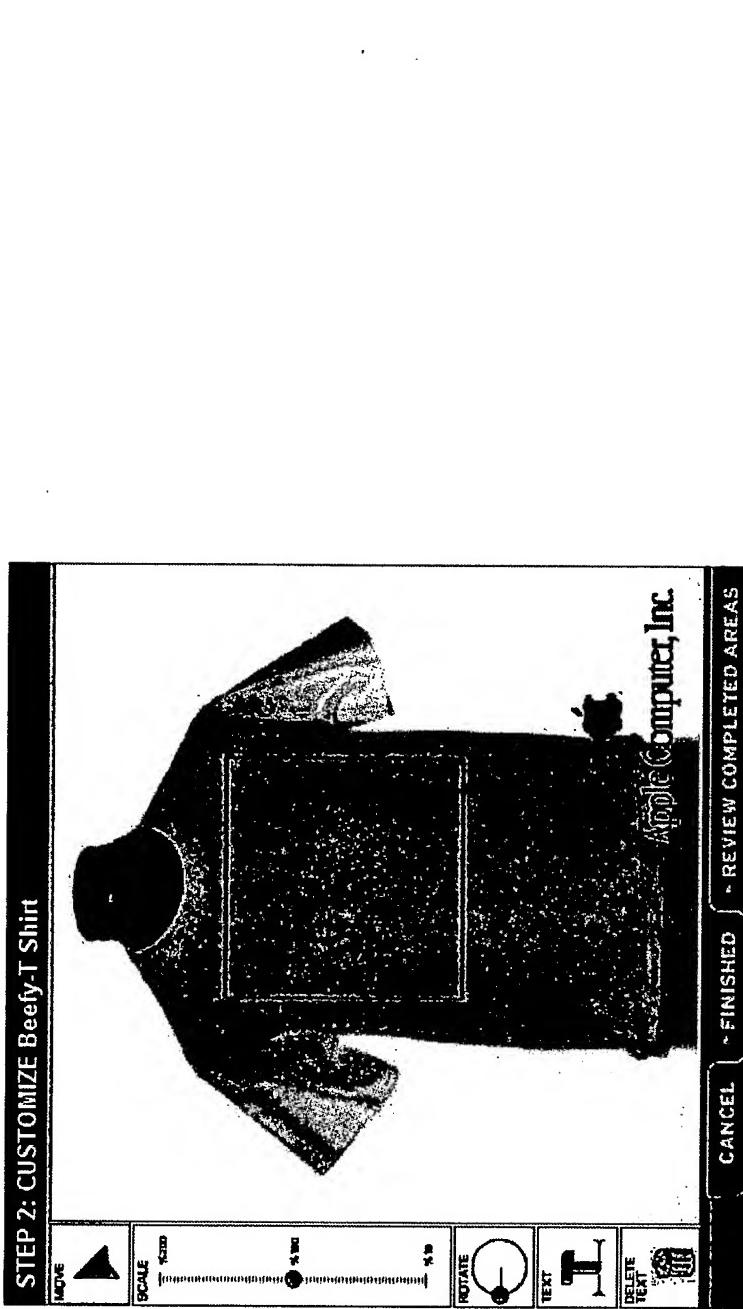
Create HTML Encoded Image

Client Account #: DISNEY

Client Account No: 7145001

User Name: John Smith

Use the window below to format your new image which shall be used in the HTML-Encoded Image you wish to create. You may resize both the Images if you wish. The Secondary Image shall always appear on top of the Base Image.



F1G. 48034

http://www.brandkeysystems.com/bk_deliver/m_launch_vendor_deploy-3d.html

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FIG. 4803T

http://www.brandkeysystems.com/bk_deliver/m_launch_vendor_deploy-3d.html

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Control Panel for Generating Vendor Specific (V-S) Virtual Kiosks

Configure V-S Virtual Kiosks	Create V-S Virtual Kiosks	Modify V-S Virtual Kiosks	Deploy V-S Virtual Kiosks	Activate V-S Virtual Kiosks
Specify Virtual Kiosk	Select Virtual Kiosk	Select Virtual Kiosk	Select Virtual Kiosk	Select Virtual Kiosk

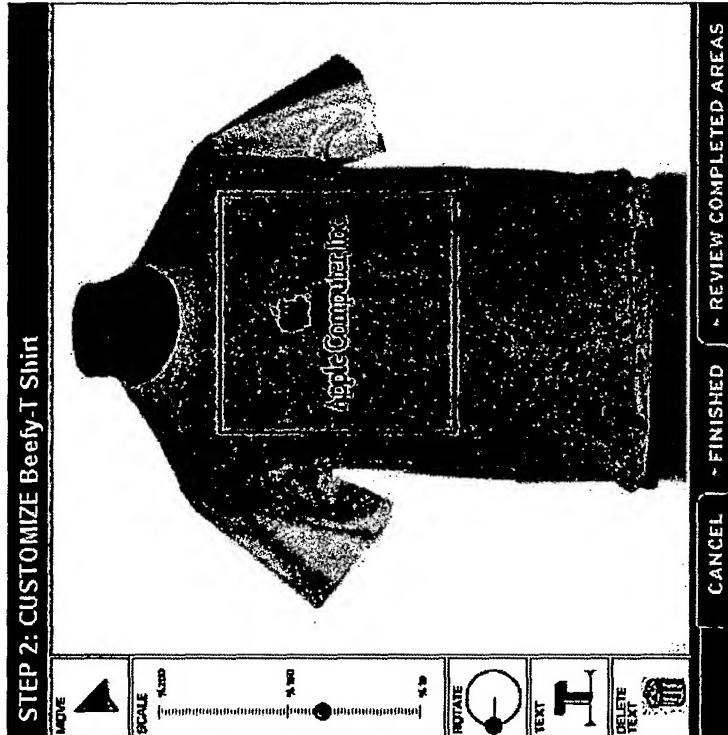
Standard Demonstration Mode

Select HTML Encoded Image Area

Client Account: DISNEY

Client Account No: 7145001

The image you created is shown below. Please specify the area over which the consumer will click to launch the Vendor-Specific Virtual Kiosk.



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F1Q.4803K

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Control Panel for Generating Vendor-Specific (V-S) Virtual Kiosks

Configure V-S Virtual Kiosks	Create V-S Virtual Kiosks	Modify V-S Virtual Kiosks	Deploy V-S Virtual Kiosks	Activate V-S Virtual Kiosks
Specify Virtual Kiosks	Select Virtual Kiosks	Deploy Virtual Kiosks		

Standard Demonstration Mode

Select Vendor-Specific Virtual Kiosks.

Client Account: DISNEY Client Account No: 7145001

Select the Vendor-Specific Virtual Kiosk(s) you wish to deploy.

Virtual Kiosk ID	Vendor-Specific Virtual Kiosk Name	Deploy
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>

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Control Panel for Generating Vendor-Specific (V-S) Virtual Kiosks

Configure V-S Virtual Kiosks	Create V-S Virtual Kiosks	Modify V-S Virtual Kiosks	Deploy V-S Virtual Kiosks	Activate V-S Virtual Kiosks
Select Virtual Kiosks	Create Virtual Kiosks	Modify Virtual Kiosks	Deploy Virtual Kiosks	Activate Virtual Kiosks

Select Vendor-Specific Virtual Kiosk Languages**Client Account:** DISNEY**Client Account No:** 7145001**User Name:** John Smith

Select the languages in which you wish to deploy the configured Virtual Kiosks.

Language	Selected	Language	Selected
English	<input type="checkbox"/>	Austrian	<input type="checkbox"/>
Spanish	<input checked="" type="checkbox"/>	Brazilian	<input checked="" type="checkbox"/>
French	<input checked="" type="checkbox"/>	Canadian French	<input checked="" type="checkbox"/>
German	<input checked="" type="checkbox"/>	Catalan	<input checked="" type="checkbox"/>
Japanese	<input checked="" type="checkbox"/>	Finnish	<input checked="" type="checkbox"/>
Dutch	<input checked="" type="checkbox"/>	Norwegian	<input checked="" type="checkbox"/>
Italian	<input checked="" type="checkbox"/>	Portuguese	<input checked="" type="checkbox"/>
Chinese	<input checked="" type="checkbox"/>	Swedish	<input checked="" type="checkbox"/>
Danish	<input checked="" type="checkbox"/>		

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FIG. 4803M



Control Panel for Generating Vendor-Specific (V.S) Virtual Kiosks

Configure V.S Virtual Kiosks	Create V.S Virtual Kiosks	Modify V.S Virtual Kiosks	Deploy V.S Virtual Kiosks	Activate V.S Virtual Kiosks
Specify Virtual Kiosks	Specify Virtual Kiosks	Specify Virtual Kiosks	Specify Virtual Kiosks	Specify Virtual Kiosks

Standard Demonstration Mode

Upload Image for HTML Encoded Desktop Icon

Client Account: DISNEY

Client Account No: 7145001

Please Upload the image you wish to use as the icon for the HTML-Encoded icon you wish to deploy.

Icon Image:

Browse...

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FIG. 48 03N

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Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deploy V-S Virtual Kiosks | Activate V-S Virtual Kiosks

Select V-S Virtual Kiosks | Deploy V-S Virtual Kiosks | Select V-S Virtual Kiosks | Deploy V-S Virtual Kiosks

Control Panel for Generating Vendor-Specific (V-S) Virtual Kiosks

Standard Demonstration Mod

Vendor-Specific Virtual Kiosk Deployment License Agreement

<input checked="" type="checkbox"/> Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
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Here will go the License Agreement. Here will go the License Agreement.

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 Agree
 Disagree

Fig. 4804

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Control Panel for Generating Vendor-Specific (V-S) Virtual Kiosks

Configure V-S Virtual Kiosks | Create V-S Virtual Kiosks | Modify V-S Virtual Kiosks | Deploy V-S Virtual Kiosks | Activate V-S Virtual Kiosks

Specify Virtual Kiosks | Select Virtual Kiosks | Deploy Virtual Kiosks | Activate Virtual Kiosks

Standard Demonstration Mode

Confirm Deployment of the Vendor-Specific Virtual Kiosks

Client Account: DISNEY	client Account No: 7145001	User Name: John Smith
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The selected Vendor-Specific Virtual Kiosks have now been Deployed in the selected Launch Environment. To prepare the Deployed Vendor-Specific Virtual Kiosks for Installation, you must first Activate them.

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FIG. 4805



Control Panel for Generating Vendor-Specific (V-S) Virtual Kiosks

Configure V-S Virtual Kiosks	Create V-S Virtual Kiosks	Modify V-S Virtual Kiosks	Deploy V-S Virtual Kiosks	Activate V-S Virtual Kiosks
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Control Panel for Activating Vendor-Specific Virtual Kiosks

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The Virtual Kiosks below have been deployed. You can activate any of the Virtual Kiosk by checking the Active field for that Virtual Kiosk. To deactivate any Virtual Kiosk simply uncheck the Active field for the Virtual Kiosk. Click Update to save the changes.

Virtual Kiosk ID

Here will go the min
Here will go the min

Virtual Kiosk Name

Here will go the product name
Here will go the product name

Active

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Activate

FIG. 48 P1

Brandkey
deliver

Configure S-P-S Virtual Kiosks

Create S-P-S Virtual Kiosks

Modify S-P-S Virtual Kiosks

Deploy S-P-S Virtual Kiosks

Activate S-P-S Virtual Kiosks

Control Panel for Generating Service-Provider-Specific (S-P-S) Virtual Kiosks

Client Account: DISNEY

Client Account No: 7145001

Text: R.139

User Name: John Smith

Control Panel for Generating Service-Provider-Specific (S-P-S) Virtual Kiosks

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FIG. 48Q1



Control Panel for Generating Service-Provider-Specific (S-P-S) Virtual Kiosks

Configure S-P-S Virtual Kiosks	Create S-P-S Virtual Kiosks	Modify S-P-S Virtual Kiosks	Deploy S-P-S Virtual Kiosks	Activate S-P-S Virtual Kiosks
Set Standard Configuration	Set Allowed Brands	Set Allowed Domains	Set Forbidden Domains	

Set Standard Configuration

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Do you wish to create a Service-Provider-Specific Virtual Kiosk for all registered Brands?

Yes

No

Do you wish to allow for creation of custom Service-Provider-Specific Virtual Kiosks?

Yes

No

By default do you wish to allow installation of Service-Provider-Specific Virtual Kiosks by Consumers?

Yes

No

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Next

FIG. 48 QZ



Configure S-P-S Virtual Kiosks | Create S-P-S Virtual Kiosks | Modify S-P-S Virtual Kiosks | Deploy S-P-S Virtual Kiosks | Activate S-P-S Virtual Kiosks

[Set Standard Configuration](#) | [Set Retailer Locations](#) | [Set Allowed Retailers](#) | [Set Forbidden Domains](#)

Control Panel for Generating Service-Provider-Specific (S-P-S) Virtual Kiosks

Standard Demonstration Mode

Set Allowed Retailers

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You have selected to allow the following Retailers to install Service-Provider-Specific Virtual Kiosks you create. If you wish to remove a Retailer from this list, then uncheck the Active checkbox next to their name. Click Next to save your changes. Click Add Retailers to add additional Retailers to this list.

Retailer Name	City	State	Zip/Postal Code	Country	Active
Retailer Name 1	City 1	State 1	Zip/Postal Code 1	Country 1	<input type="checkbox"/>
Retailer Name 2	City 2	State 2	Zip/Postal Code 2	Country 2	<input type="checkbox"/>
Retailer Name 3	City 3	State 3	Zip/Postal Code 3	Country 3	<input type="checkbox"/>
Retailer Name 4	City 4	State 4	Zip/Postal Code 4	Country 4	<input type="checkbox"/>
Retailer Name 5	City 5	State 5	Zip/Postal Code 5	Country 5	<input type="checkbox"/>

◀◀ | ▲ Back | 1 2 3 4 5 | Next ► | ►►

[Back](#) | [Add Retailers](#) | [Next](#)

FIG. 48Q3

Brandkey[®] delivers

Control Panel for Generating Service-Provider-Specific (S-P-S) Virtual Kiosks

[Configure S-P-S Virtual Kiosks](#) | [Create S-P-S Virtual Kiosks](#) | [Modify S-P-S Virtual Kiosks](#) | [Deploy S-P-S Virtual Kiosks](#) | [Activate S-P-S Virtual Kiosks](#) | [Set Standard Configuration](#) | [Set Allowed Retailers](#) | [Set Standard Information](#) | [Set Forbidden Domains](#)

Standard Demonstration Mode

Search for Retailers

Search for the Retailers you wish to add to the list of Retailers allowed to Install Service-Provider-Specific Virtual Kiosks. You can search by Name, City, State, Zip/Postal Code and Country. Click Search to Initiate the retailer search.

Retailer Name:
 City:
 State:
 Zip/Postal Code:
 Country: United States

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FIG. 48Q4



Configure S-P-S Virtual Kiosks | Create S-P-S Virtual Kiosks | Modify S-P-S Virtual Kiosks | Deploy S-P-S Virtual Kiosks | Activate S-P-S Virtual Kiosks | Set Standard Configuration | Set Advanced Configuration | Set All Configuration | Set Forbidden Domains

Control Panel for Generating Service-Provider-Specific (S-P-S) Virtual Kiosks

Select Retailers

Client Account: DISNEY

Client Account No: 7145001

The following Retailers matched your search criteria. Check the Add Retailer to add the Retailer to the list of Retailers allowed to install your Service-Provider-Specific Virtual Kiosks. Click Next to save your changes. Click Back to redo your search.

Retailer Name	City	State	Zip/Postal Code	Country	Add Retailer
Retailer Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Retailer Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>
Retailer Name	New York	New York	06903	United States	<input type="checkbox"/>
Retailer Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Retailer Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>

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Back

Next

FIG. 48Q5



Control Panel for Generating Service-Provider-Specific (S-P-S) Virtual Kiosks

Configure S-P-S Virtual Kiosks | Create S-P-S Virtual Kiosks | Modify S-P-S Virtual Kiosks | Deploy S-P-S Virtual Kiosks | Activate S-P-S Virtual Kiosks | Set Standard Configuration | Set Allowed Retailers | Set Allowed Industrialists | Set Forbidden Domains

Standard Demonstration Mode

Set Allowed Industrialists

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You have selected to allow the following industrialists to install Service-Provider-Specific Virtual Kiosks you create. If you wish to remove an industrialist from this list, then uncheck the Active checkbox next to their name. Click Next to save your changes. Click Back to add additional industrialists to this list.

Industrialist Name	City	State	Zip/Postal Code	Country	Active
Industrialist Name 1	City 1	State 1	Zip/Postal Code 1	Country 1	<input type="checkbox"/>
Industrialist Name 2	City 2	State 2	Zip/Postal Code 2	Country 2	<input type="checkbox"/>
Industrialist Name 3	City 3	State 3	Zip/Postal Code 3	Country 3	<input type="checkbox"/>
Industrialist Name 4	City 4	State 4	Zip/Postal Code 4	Country 4	<input type="checkbox"/>
Industrialist Name 5	City 5	State 5	Zip/Postal Code 5	Country 5	<input type="checkbox"/>

◀◀ | ▲ Back | 1 2 3 4 5 | Next ▶ | ▶▶

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Back | Add Industrialist | Next

FIG. 48 Q6



Control Panel for Generating Service-Provider-Specific (S-P-S) Virtual Kiosks

Configure S-P-S Virtual Kiosks | Create S-P-S Virtual Kiosks | Modify S-P-S Virtual Kiosks | Deploy S-P-S Virtual Kiosks | Activate S-P-S Virtual Kiosks | Set Standard Configuration | Set Advanced Configuration | Set Industrialist Domains | Set Forbidden Domains

[Search for Industrialists](#)

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Search for the Industrialists you wish to add to the list of Industrialists allowed to Install Service-Provider-Specific Virtual Kiosks. You can search by Name, City, State, Zip/Postal Code and Country. Click Search to initiate the Industrialist search.

Industrialist Name:

City:

State: ▾

Zip/Postal Code:

Country: United States ▾

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Standard Demonstration Mod

[Back](#) | [Search...](#)

F1G.48Q7



Control Panel for Generating Service-Provider-Specific (S-P-S) Virtual Kiosks

Configure S-P-S Virtual Kiosks | Create S-P-S Virtual Kiosks | Modify S-P-S Virtual Kiosks | Deploy S-P-S Virtual Kiosks | Activate S-P-S Virtual Kiosks | Set Standard Configuration | Set Allowed Retailers | Set Forbidden Domains | Standard Demonstration Mode

Select Industrialists

Industrialist Name	City	State	Zip/Postal Code	Country	Add Industrialist
Industrialist Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	New York	New York	06903	United States	<input type="checkbox"/>
Industrialist Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The following Industrialists matched your search criteria. Check the Add Industrialist to add the Industrialist to the list of Industrialists allowed to install your Service-Provider-Specific Virtual Kiosks. Click Next to save your changes. Click Back to redo your search.

Industrialist Name	City	State	Zip/Postal Code	Country	Add Industrialist
Industrialist Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	New York	New York	06903	United States	<input type="checkbox"/>
Industrialist Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>

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Next

FIG. 48Q8

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Brandkey deliver													
Control Panel for Generating Service-Provider-Specific (S-P-S) Virtual Kiosks													
Configure S-P-S Virtual Kiosks Create S-P-S Virtual Kiosks Modify S-P-S Virtual Kiosks Deploy S-P-S Virtual Kiosks Activate S-P-S Virtual Kiosks Logout													
Set Standard Configuration Parameters													
Standard Demonstration Mode													
Set Forbidden Domains													
<p>Client Account: DISNEY</p> <p>You have chosen to Forbid the following Domains from launching your Service-Provider-Specific Virtual Kiosks. If you wish to remove a Domain from the list, uncheck the Forbidden checkbox. Click Next to save your changes. Click Add Domain to add another Domain to the Forbidden Domains List.</p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left; padding: 5px;">Domain Name</th> <th style="text-align: left; padding: 5px;">Forbidden</th> </tr> </thead> <tbody> <tr> <td style="padding: 5px;">Domain Name 1</td> <td style="padding: 5px;"><input checked="" type="checkbox"/></td> </tr> <tr> <td style="padding: 5px;">Domain Name 2</td> <td style="padding: 5px;"><input checked="" type="checkbox"/></td> </tr> <tr> <td style="padding: 5px;">Domain Name 3</td> <td style="padding: 5px;"><input checked="" type="checkbox"/></td> </tr> <tr> <td style="padding: 5px;">Domain Name 4</td> <td style="padding: 5px;"><input checked="" type="checkbox"/></td> </tr> <tr> <td style="padding: 5px;">Domain Name 5</td> <td style="padding: 5px;"><input checked="" type="checkbox"/></td> </tr> </tbody> </table>	Domain Name	Forbidden	Domain Name 1	<input checked="" type="checkbox"/>	Domain Name 2	<input checked="" type="checkbox"/>	Domain Name 3	<input checked="" type="checkbox"/>	Domain Name 4	<input checked="" type="checkbox"/>	Domain Name 5	<input checked="" type="checkbox"/>
Domain Name	Forbidden												
Domain Name 1	<input checked="" type="checkbox"/>												
Domain Name 2	<input checked="" type="checkbox"/>												
Domain Name 3	<input checked="" type="checkbox"/>												
Domain Name 4	<input checked="" type="checkbox"/>												
Domain Name 5	<input checked="" type="checkbox"/>												
< ◀ ◀ Back 1 2 3 4 5 Next ▶ ▶>													
<input type="button" value="Back"/> <input type="button" value="Add Domain"/> <input type="button" value="Finish"/>													

FIG. 48 Q9

Brandkey deliver

Control Panel for Generating Services-Provider-Specific (S-P-S) Virtual Kiosks

[Configure S-P-S Virtual Kiosks](#) | [Create S-P-S Virtual Kiosks](#) | [Modify S-P-S Virtual Kiosks](#) | [Deploy S-P-S Virtual Kiosks](#) | [Activate S-P-S Virtual Kiosks](#)

[Set Standard Configuration](#) | [Set Allowed Root Domains](#) | [Set Allowed Sub Domains](#) | [Set Standard Domains](#)

Standard Demonstration Mode

[Add \[Forbidden\] Domain](#)

<input checked="" type="checkbox"/> Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
--	----------------------------	-----------------------

Enter the Root Domain Name you wish to add to the Forbidden Domain List and click Next to save it to the list. The Root Domain name is the basic Domain Name of the site you wish to block, e.g.: www.my-store.com.

Root Domain Name:

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Back**Next**

Fig. 48QQ10

Brandkey
deliver

Control Panel for Generating Service-Provider-Specific (S-P-S) Virtual Kiosks

Configure S-P-S Virtual Kiosks | Create S-P-S Virtual Kiosks | Modify S-P-S Virtual Kiosks | Deploy S-P-S Virtual Kiosks | Activate S-P-S Virtual Kiosks | Set Virtual Kiosk Display Mode | Search for S-P-S Virtual Kiosks | Create New S-P-S Virtual Kiosk | Change S-P-S Virtual Kiosk Location | Commit Virtual Kiosk Location

Standard Demonstration Mode

Set Service-Provider-Specific Virtual Kiosk Display Mode

<input checked="" type="checkbox"/> Client Account: DISNEY	<input type="checkbox"/> Client Account No: 7145001	<input type="checkbox"/> User Name: John Smith
--	---	--

Please select the display mode that will be assigned to the Service-Provider-Specific Virtual Kiosks you will be creating in this section:

Tri-Mode Display featuring Promotional Spots + Advertising Spots + the Brand Information Network
 Dual-Mode Display featuring Advertising Spots + the Brand Information Network
 Single-Mode Display featuring the Brand Information Network

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Next

FIG. 48R1

Brandkey 

Control Panel for Generating Service-Provider-Specific (S-P-S) Virtual Kiosks

Configure S-P-S Virtual Kiosks | Create S-P-S Virtual Kiosks | Modify S-P-S Virtual Kiosks | Deploy S-P-S Virtual Kiosks | Activate S-P-S Virtual Kiosks | Set Virtual Kiosk Display Mode | Select Entity Type | Name Virtual Kiosk | Customizes Virtual Kiosk | Confirm Virtual Kiosk Creation | Standard Demonstration Mode

Search for Brand Entities:

<input type="text" value="Client Account: DISNEY"/>	<input type="text" value="Client Account No: 7145001"/>	<input type="text" value="User Name: John Smith"/>
---	---	--

Search for the Brand Entities to add to the Service-Provider-Specific Virtual Kiosk. The Products associated with the selected Brand Entities will appear in the Service-Provider-Specific Virtual Kiosk. You may search by the Service Mark, Service Descriptor or Brand Entity Name. Enter the search criteria in the textbox, select the parameters from the dropdown list and click the Search button to initiate the Brand Entity Search.

Search Criteria:

By: Service Mark

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FIG. 48 R2



Control Panel for Generating Service-Provider-Specific (S-P-S) Virtual Kiosks

[Configure S-P-S Virtual Kiosks](#) |
 [Create S-P-S Virtual Kiosks](#) |
 [Modify S-P-S Virtual Kiosks](#) |
 [Deploy S-P-S Virtual Kiosks](#) |
 [Activate S-P-S Virtual Kiosks](#) :
 [Set Virtual Kiosk Display Mode](#) |
 [Select Brand Entity](#) |
 [Create New Virtual Kiosk](#) |
 [Edit Existing Virtual Kiosk](#) |
 [Confirm Virtual Kiosk Creation](#)

Standard Demonstration Mode

Select Brand Entities

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Brand Entities to add to the Vendor-Specific Virtual Kiosks.

Brand Entity	Brand Entity Owner	Service Mark	Product Descriptor	No. of Services	Add to Kiosk
Here will go the brand entity	Here will go the brand entity owner	Here will go the service mark	Here will go the service name	Here will go the No. of services	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand entity owner	Here will go the service mark	Here will go the service name	Here will go the No. of services	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand entity owner	Here will go the service mark	Here will go the service name	Here will go the No. of services	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand entity owner	Here will go the service mark	Here will go the service name	Here will go the No. of services	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand entity owner	Here will go the service mark	Here will go the service name	Here will go the No. of services	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand entity owner	Here will go the service mark	Here will go the service name	Here will go the No. of services	<input type="checkbox"/>

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Brandkey 

Control Panel for Generating Service-Provider-Specific (S-P-S) Virtual Kiosks

Configure S-P-S Virtual Kiosks | Create S-P-S Virtual Kiosks | Modify S-P-S Virtual Kiosks | Deploy S-P-S Virtual Kiosks | Activate S-P-S Virtual Kiosks | Set Virtual Kiosk Display Mode | Set Virtual Kiosk | Select Banners | Create Virtual Kiosk | Confirm Virtual Kiosk Creation | Standard Demonstration Mode

Name Specific Provider-Specific Virtual Kiosk

Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
------------------------	----------------------------	-----------------------

Name the Service-Provider-Specific Virtual Kiosk you have just created.

Virtual Kiosk ID	Service Provider	Virtual Kiosk Name
Here will go the virtual kiosk ID	Here will go the service-provider	<input type="text"/>

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Back**Next**

FIG. 48R4

Brandkey
deliver

Control Panel for Generating Service-Provider-Specific (S-P-S) Virtual Kiosks

Configure S-P-S Virtual Kiosks < Create S-P-S Virtual Kiosks | Modify S-P-S Virtual Kiosks | Deploy S-P-S Virtual Kiosks | Activate S-P-S Virtual Kiosks | Set Virtual Kiosk Display Mode | Search for Services | Search for Brands | Name Virtual Kiosk | Select Virtual Kiosk | Confirm Virtual Kiosk Creation | Standard Demonstration Mode

Customize Service-Provider-Specific Virtual Kiosk

<input checked="" type="checkbox"/> Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
--	----------------------------	-----------------------

Select the Virtual Kiosk you wish to customize by clicking on the Virtual Kiosk Name. When you have finished Customizing the Service-Provider-Specific Virtual Kiosk click the Next button.

Service-Provider-Specific Virtual Kiosk Name
Trek® Cycles 2002
09890-0989

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FIG. 48R5
<http://www.brandkeysystems.com/bk-deliver/m-launch-service-provider-create-s.html>
<http://www.brandkeysystems.com/bk-deliver/m-launch-service-provider-create-s.html#file:///C:/Windows/system32/TMP8aqthcb7w.htm>

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Control Panel for Generating Service-Provider-Specific (S-P-S) Virtual Kiosks

The screenshot shows a software application window titled "Virtual Kiosk Creation". The interface includes a sidebar with navigation links like "Configure S-P-S Virtual Kiosks", "Create S-P-S Virtual Kiosks", "Modify S-P-S Virtual Kiosks", "Delete S-P-S Virtual Kiosks", and "Activate S-P-S Virtual Kiosks". The main content area displays a table with columns "Name", "Virtual Kiosk", "Brands", and "Status". There are two rows: one for "Virtual Kiosk 1" (Status: Ready) and one for "Virtual Kiosk 2" (Status: Ready). Each row has a "Edit" button. A modal dialog box is open over the table, containing fields for "Name" (set to "Virtual Kiosk 3"), "Virtual Kiosk" (set to "Virtual Kiosk 3"), "Brands" (set to "Starbucks"), and "Status" (set to "Ready"). At the bottom of the modal are "Cancel" and "Confirm Virtual Kiosk" buttons.

Standard Demonstration Mode

Client Account: DISNEY

Customize your Service-Provider-Specific Virtual Kiosk by selecting the desired Customization Options. Click Preview to preview the appearance of the customized Service-Provider-Specific Virtual Kiosk. Click Confirm to confirm the changes. Click Cancel to cancel your changes.

Customization Options

BROWNS
LIBRARY

10

104

Britten Suite 8

Button Color Set:

Preview

Contin.

FIG. 48 R6

<http://www.brandkeysystems.com/bk> deliver/m_launch service-provider create-6.html

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FIG. 48R7



Control Panel for Generating Service-Provider-Specific (S-P-S) Virtual Kiosks

Configure S-P-S Virtual Kiosks	Create S-P-S Virtual Kiosks	Modify S-P-S Virtual Kiosks	Activate S-P-S Virtual Kiosks
Set Virtual Kiosk Display Mode	Search for Brands	Select Brands	Deploy S-P-S Virtual Kiosks
Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith	

Confirm Creation of Service-Provider-Specific Virtual Kiosk:

Service-Provider-Specific Virtual Kiosk Name

Here will go the description of the product.

Congratulations, you have created the following Service-Provider-Specific Virtual Kiosks, you can now Modify or Deploy these Service-Provider-Specific Virtual Kiosks.

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FIG. 48 R8

Brandkey 

Configure S-P-S Virtual Kiosks : Create S-P-S Virtual Kiosks | Modify S-P-S Virtual Kiosks | Deploy S-P-S Virtual Kiosks | Activate S-P-S Virtual Kiosks < / Select Virtual Kiosk < Modify Virtual Kiosk

Control Panel for Generating Service-Provider-Specific (S-P-S) Virtual Kiosks

Select the Service-Provider-Specific Virtual Kiosk

Virtual Kiosks ID Number	Store Location	Virtual Kiosk Name	Deployed	Active
9909990-00939	Here will go the store location	Virtual Kiosk name	✓	✓
9909990-00939	Here will go the store location	Virtual Kiosk name	✓	✓
9909990-00939	Here will go the store location	Virtual Kiosk name	✓	x
9909990-00939	Here will go the store location	Virtual Kiosk name	✓	✓
9909990-00939	Here will go the store location	Virtual Kiosk name	✓	x

< Back 1 2 3 4 5 Next >

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Service-Provider-Specific Virtual Kiosks you wish to modify by clicking on the Virtual Kiosk ID Number.

Virtual Kiosks ID Number	Store Location	Virtual Kiosk Name	Deployed	Active
9909990-00939	Here will go the store location	Virtual Kiosk name	✓	✓
9909990-00939	Here will go the store location	Virtual Kiosk name	✓	✓
9909990-00939	Here will go the store location	Virtual Kiosk name	✓	x
9909990-00939	Here will go the store location	Virtual Kiosk name	✓	✓
9909990-00939	Here will go the store location	Virtual Kiosk name	✓	x

< Back 1 2 3 4 5 Next >

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FIG 4851

Brandkey  deliver

Configure S-P-S Virtual Kiosks < Create S-P-S Virtual Kiosks | Modify S-P-S Virtual Kiosks < Modify S-P-S Virtual Kiosks | Deploy S-P-S Virtual Kiosks | Activate S-P-S Virtual Kiosks <

Select Virtual Kiosk | **Modify Virtual Kiosk**

Control Panel for Generating Service-Provider-Specific (S.P.S) Virtual Kiosks

Standard Demonstration Mode

Modify the Service-Provider-Specific Virtual Kiosk

Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
-------------------------------	-----------------------------------	------------------------------

Update the information for the selected Virtual Kiosk. Click Update to save your changes. Click Update Brands to update the list of Brand Entities associated with the selected Virtual Kiosk.

Virtual Kiosk Serial Number: 09009876-09

Virtual Kiosk Name:

Display Mode:

- Tri-Mode Display comprising: Advertising Spot Display Mode, Promotional Spot Display Mode, and Brand Information Network Display Mode
- Dual-Mode Display comprising: Advertising Spot Display Mode, and Brand Information Network Display Mode

 Uni-Mode Display comprising: Brand Information Network Display ModeAllow Consumer Installation: Yes No

Virtual Kiosk Status:

 Delete this Kiosk

Back Update Update Brands

Fig. 4852

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Control Panel for Generating Service-Provider-Specific (S-P-S) Virtual Kiosks

Configure S-P-S Virtual Kiosks	Create S-P-S Virtual Kiosks	Modify S-P-S Virtual Kiosks	Deploy S-P-S Virtual Kiosks	Activate S-P-S Virtual Kiosks
Select Virtual Kiosk	Modify Virtual Kiosk	Edit	Update Brands	Confirm

Modify the Service-Provider-Specific Virtual Kiosk

Client Account: DISNEY **Client Account No:** 7145001 **User Name:** John Smith

The Service-Provider-Specific Virtual Kiosk [Name] has been modified. Please review and confirm your modifications. If any information is not correct then click Edit to correct and update. Click Update Brands to update the list of Brand Entities associated with the selected Virtual Kiosk.

Virtual Kiosk Serial Number:	09009876-09
Virtual Kiosk Name:	Virtual Kiosk Name
Virtual Kiosk Mode:	Promo-Spot Display Mode
Allow Retailer Installation:	Yes
Allow Industrialist Installation:	No
Allow Consumer Installation:	Yes
Virtual Kiosk Status:	Deployed-Activated

Standard Demonstration Mod

Modify the Service-Provider-Specific Virtual Kiosk

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F/G. 4853



Control Panel for Generating Service Provider-Specific (S-P-S) Virtual Kiosks

Configure S-P-S Virtual Kiosks	Create S-P-S Virtual Kiosks	Modify S-P-S Virtual Kiosks	Deploy S-P-S Virtual Kiosks	Activate S-P-S Virtual Kiosks
Select Virtual Kiosk	Edit Brand Entities	Edit Virtual Kiosk	Edit Virtual Kiosk	Edit Virtual Kiosk

Edit Brand Entities

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Please review the list of Brand Entities assigned to the Service-Provider-Specific Virtual Kiosks. To remove an associated Brand Entity from the Virtual Kiosk, simply uncheck the Active checkbox. To add new Brand Entities to the Virtual Kiosk list, click the Add Brands button. If you do not wish to add any more, click Finish to confirm the Virtual Kiosk Brand Entity list.

Standard Demonstration Mode

Brand Entity Name	Brand Entity Owner	Service Mark (SM)	Service Descriptor (SD)	Selected
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the service mark	Here will go the description of the service. Here will go the description of the service.	<input checked="" type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the service mark	Here will go the description of the service. Here will go the description of the service.	<input checked="" type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the service mark	Here will go the description of the service. Here will go the description of the service.	<input checked="" type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the service mark	Here will go the description of the service. Here will go the description of the service.	<input checked="" type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the service mark	Here will go the description of the service. Here will go the description of the service.	<input checked="" type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the service mark	Here will go the description of the service. Here will go the description of the service.	<input checked="" type="checkbox"/>

◀◀ | ▲ Back 1 2 3 4 5 Next ▶▶

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[Add Brand](#) [Finish](#)

FIG. 4854

Brandkey deliver

Control Panel for Generating Service-Provider-Specific (S-P-S) Virtual Kiosks

Configure S-P-S Virtual Kiosks | Create S-P-S Virtual Kiosks | Modify S-P-S Virtual Kiosks | Deploy S-P-S Virtual Kiosks | Activate S-P-S Virtual Kiosks

Select Virtual Kiosk | Modify Virtual Kiosk

Standard Demonstration Mode

Search for Brand Entities:

Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
------------------------	----------------------------	-----------------------

Search for the Brand Entities to add to the Service-Specific Virtual Kiosks. You may search by the Service Mark, Service Descriptor or Brand Entity Name. Enter the search criteria in the textbox, select the parameters from the dropdown list and click the Search button to initiate the Brand Entity search.

Search for:

By: Service Mark

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Control Panel for Generating Service-Provider-Specific (S-P-S) Virtual Kiosks

Configure S-P-S Virtual Kiosks	Create S-P-S Virtual Kiosks	Modify S-P-S Virtual Kiosks	Delete S-P-S Virtual Kiosks	Activate S-P-S Virtual Kiosks
Select Virtual Kiosk	Modify Virtual Kiosk			

Select Brand Entities

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Brand Entities to add to the Vendor-Specific Virtual Kiosks.

Select Brand Entities**Standard Demonstration Mode**

Brand Entity Name	Brand Entity Owner	Service Mark (SM)	Service Descriptor (SD)	Add to Kiosk
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the service mark	Here will go the description of the service. Here will go the description of the service.	<input type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the service mark	Here will go the description of the service. Here will go the description of the service.	<input type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the service mark	Here will go the description of the service. Here will go the description of the service.	<input type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the service mark	Here will go the description of the service. Here will go the description of the service.	<input type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the service mark	Here will go the description of the service. Here will go the description of the service.	<input type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the service mark	Here will go the description of the service. Here will go the description of the service.	<input type="checkbox"/>

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Control Panel for Generating Service Provider-Specific (S-P-S) Virtual Kiosks			
Configure S-P-S Virtual Kiosks < Create S-P-S Virtual Kiosks < Modify S-P-S Virtual Kiosks < Deploy S-P-S Virtual Kiosks < Activate S-P-S Virtual Kiosks < Select Virtual Kiosk [Logout Virtual Kiosk]			
C. Confirm Virtual Kiosk Modification			
Client Account: DISNEY Client Account No: 7145001 User Name: John Smith			
The Service-Provider-Specific Virtual Kiosk has been modified. Please review and confirm the information below. If any information is not correct then click Edit to correct and update.			
Name: Name goes here ID: 0944930-9388399 Mode: Ad-Spot Display Mode			

Standard Demonstration Mode

C. Confirm Virtual Kiosk Modification

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The Service-Provider-Specific Virtual Kiosk has been modified. Please review and confirm the information below. If any information is not correct then click [Edit](#) to correct and update.

Name: Name goes here

ID: 0944930-9388399

Mode: Ad-Spot Display Mode

List of Brand Entities

Brand Entity Name

Here will go the Brand Entity Owner

Brand Entity Owner

Here will go the Brand Entity Owner

Service Mark (SM)

Here will go the service mark

Service Descriptor (SD)

Here will go the description of the service.

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[Edit](#) [Confirm](#)

FIG. 4857

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Configure S-P-S Virtual Kiosks	Create S-P-S Virtual Kiosks	Modify S-P-S Virtual Kiosks	Deploy S-P-S Virtual Kiosks	Activate S-P-S Virtual Kiosks
Select Virtual Kiosk : Select Virtual Kiosk Deploy Virtual Kiosks				

Control Panel for Generating Service-Provider-Specific (S-P-S) Virtual Kiosks

Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
------------------------	----------------------------	-----------------------

Service-Provider-Specific Virtual Kiosk can be Deployed to Launch from one of four different Environments:

- An HTML-Encoded Brandkey(TM) Button for launching the Service-Provider-Specific Virtual Kiosk from any web page once the Brandkey(TM) Button and its accompanying Virtual Kiosk Tag have been installed in the page.
- An HTML-Encoded Document for launching the Service-Provider-Specific Virtual Kiosk from a Word or PDF Document once the Document containing its Virtual Kiosk Tag have been downloaded.
- An HTML-Encoded Image for launching the Service-Provider-Specific Virtual Kiosk from any web page once the Image and its accompanying Virtual Kiosk Tag have been installed in the page.
- An HTML-Encoded Desktop Icon for launching the Service-Provider-Specific Virtual Kiosk from any Computer Desktop once the Desktop Icon containing its Virtual Kiosk Tag has been installed on the Computer Desktop.

Standard Demonstration Mode

Select Launch Environment:

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

Service-Provider-Specific Virtual Kiosk can be Deployed to Launch from one of four different Environments:

- An HTML-Encoded Brandkey(TM) Button for launching the Service-Provider-Specific Virtual Kiosk from any web page once the Brandkey(TM) Button and its accompanying Virtual Kiosk Tag have been installed in the page.
- An HTML-Encoded Document for launching the Service-Provider-Specific Virtual Kiosk from a Word or PDF Document once the Document containing its Virtual Kiosk Tag have been downloaded.
- An HTML-Encoded Image for launching the Service-Provider-Specific Virtual Kiosk from any web page once the Image and its accompanying Virtual Kiosk Tag have been installed in the page.
- An HTML-Encoded Desktop Icon for launching the Service-Provider-Specific Virtual Kiosk from any Computer Desktop once the Desktop Icon containing its Virtual Kiosk Tag has been installed on the Computer Desktop.

Select the Environment from which the selected Service-Provider-Specific Virtual Kiosks will be launched:

- HTML-Encoded Brandkey (TM) Button
 HTML-Encoded Document
 HTML-Encoded Image
 HTML-Encoded Desktop Icon

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FIG. 48 T1

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Control Panel for Generating Service-Provider-Specific (S-P-S) Virtual Kiosks

Configure S-P-S Virtual Kiosks < Create S-P-S Virtual Kiosks | Modify S-P-S Virtual Kiosks | Deploy S-P-S Virtual Kiosks | Activate S-P-S Virtual Kiosks | **Select Virtual Kiosk** | **Deploy Virtual Kiosks**

Standard Demonstration Mode

Select Service-Provider-Specific Virtual Kiosks

<input checked="" type="radio"/> Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
---	----------------------------	-----------------------

Select the Service-Provider-Specific Virtual Kiosk(s) you wish to deploy.

Virtual Kiosk ID	Service-Provider-Specific Virtual Kiosk Name	Deploy
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>

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Back **Next****FIG. 48T2**

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Control Panel for Generating Service-Provider-Specific (S-P-S) Virtual Kiosks

Configure S-P-S Virtual Kiosks :: Create S-P-S Virtual Kiosks :: Modify S-P-S Virtual Kiosks :: Deploy S-P-S Virtual Kiosks :: Activate S-P-S Virtual Kiosks ::

Specify Virtual Kiosks :: Select Virtual Kiosks :: Deploy Virtual Kiosks ::

Standard Demonstration Mode

Select Service-Provider-Specific Virtual Kiosk Languages

Language	Selected	Language	Selected
English	<input type="checkbox"/>	Austrian	<input checked="" type="checkbox"/>
Spanish	<input checked="" type="checkbox"/>	Brazilian	<input type="checkbox"/>
French	<input checked="" type="checkbox"/>	Canadian French	<input type="checkbox"/>
German	<input type="checkbox"/>	Catalan	<input type="checkbox"/>
Japanese	<input type="checkbox"/>	Finnish	<input type="checkbox"/>
Dutch	<input type="checkbox"/>	Norwegian	<input type="checkbox"/>
Italian	<input type="checkbox"/>	Portuguese	<input type="checkbox"/>
Chinese	<input type="checkbox"/>	Swedish	<input type="checkbox"/>
Danish	<input type="checkbox"/>		

Select the languages in which you wish to deploy the configured Service-Provider-Specific Virtual Kiosks.

Client Account: DISNEY **Client Account No:** 7145001 **User Name:** John Smith

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FIG. 48T3A



Control Panel for Generating Service-Provider Specific (S-P-S) Virtual Kiosks

Configure S-P-S Virtual Kiosks	Create S-P-S Virtual Kiosks	Modify S-P-S Virtual Kiosks	Deploy S-P-S Virtual Kiosks	Activate S-P-S Virtual Kiosks
Specify Virtual Kiosk	Select Virtual Kiosk	Deploy Virtual Kiosks	Deploy Virtual Kiosks	Deploy Virtual Kiosks

Standard Demonstration Mod

Create HTML Embedded Document

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Create or import the document into which you wish to embed the Service-Provider-Specific Virtual Kiosk tag. Click the Import button to load an existing document. The document must be in Word format to load correctly.

The screenshot shows a Microsoft Word document window. At the top, there's a toolbar with various icons like font style, size, bold, italic, etc. Below the toolbar is a 'Document Processing Panel' containing buttons for 'Import', 'Save', and 'Print'. The main content area of the document contains a table with several rows and columns of data. The table has a header row with bolded text. The data in the table includes names like 'John Smith', 'Jane Doe', and 'Mike Johnson' along with other numerical and descriptive values. The entire document is framed by a thick black border.

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F1G. 48T3B

http://www.brandkeysystems.com/bk_deliver/m_launch_service-provider_deploy-2c.html

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FIG. 48T3C

http://www.brandkeysystems.com/bk_deliver/m_launch_service-provider_deploy-2c.html

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Control Panel for Generating Service-Provider-Specific (S-P-S) Virtual Kiosks

Configure S-P-S Virtual Kiosks < Create S-P-S Virtual Kiosks < Modify S-P-S Virtual Kiosks < Deploy S-P-S Virtual Kiosks < Activate S-P-S Virtual Kiosks <

Specify Virtual Kiosks | Select Virtual Kiosks | Deploy Virtual Kiosks | Standard Demonstration Mode

Select HTML Embedded Document Format:

<input checked="" type="radio"/> Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
---	----------------------------	-----------------------

The HTML-Embedded document has been saved. Please select the format of the HTML-Embedded document you wish to deploy to the Brandkey Systems Web Server.

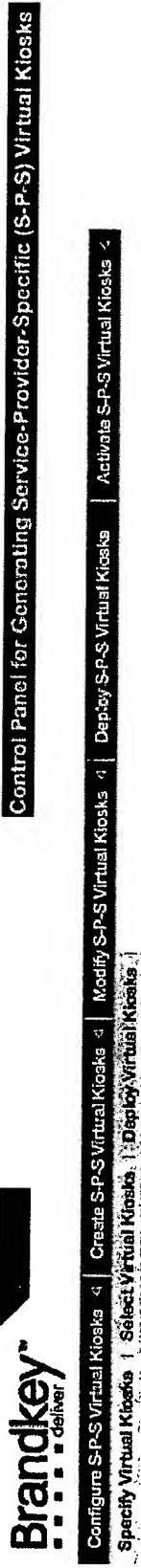
- Microsoft Word Document format
- Adobe PDF Document format

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F1G. 48T3D



Control Panel for Generating Service-Provider-Specific (S-P-S) Virtual Kiosks

Select Service-Provider-Specific Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Service-Provider-Specific Virtual Kiosk(s) you wish to deploy.

Virtual Kiosk ID	Service-Provider-Specific Virtual Kiosk Name	Deploy
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>

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F1G. 48 T 3E



Control Panel for Generating Service-Provider-Specific (S-P-S) Virtual Kiosks

Configure S-P-S Virtual Kiosks | Create S-P-S Virtual Kiosks | Modify S-P-S Virtual Kiosks | Deploy S-P-S Virtual Kiosks | Activate S-P-S Virtual Kiosks | Deploy Virtual Kiosks | Select Virtual Kiosks | Deploy Virtual Kiosks

Select Service-Provider-Specific Virtual Kiosk Languages

Language	Selected	Language	Selected
English	<input type="checkbox"/>	Austrian	<input type="checkbox"/>
Spanish	<input checked="" type="checkbox"/>	Brazilian	<input type="checkbox"/>
French	<input checked="" type="checkbox"/>	Canadian French	<input type="checkbox"/>
German	<input type="checkbox"/>	Catalan	<input type="checkbox"/>
Japanese	<input type="checkbox"/>	Finnish	<input type="checkbox"/>
Dutch	<input type="checkbox"/>	Norwegian	<input type="checkbox"/>
Italian	<input type="checkbox"/>	Portuguese	<input type="checkbox"/>
Chinese	<input type="checkbox"/>	Swedish	<input type="checkbox"/>
Danish	<input type="checkbox"/>		

Select the languages in which you wish to deploy the configured Virtual Kiosks.

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the languages in which you wish to deploy the configured Virtual Kiosks.

Language	Selected	Language	Selected
English	<input type="checkbox"/>	Austrian	<input type="checkbox"/>
Spanish	<input checked="" type="checkbox"/>	Brazilian	<input type="checkbox"/>
French	<input checked="" type="checkbox"/>	Canadian French	<input type="checkbox"/>
German	<input type="checkbox"/>	Catalan	<input type="checkbox"/>
Japanese	<input type="checkbox"/>	Finnish	<input type="checkbox"/>
Dutch	<input type="checkbox"/>	Norwegian	<input type="checkbox"/>
Italian	<input type="checkbox"/>	Portuguese	<input type="checkbox"/>
Chinese	<input type="checkbox"/>	Swedish	<input type="checkbox"/>
Danish	<input type="checkbox"/>		

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F1Q. 48T3F

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Control Panel for Generating Service-Provider-Specific (S-P-S) Virtual Kiosks

Configure S-P-S Virtual Kiosks | Create S-P-S Virtual Kiosks | Modify S-P-S Virtual Kiosks | Deploy S-P-S Virtual Kiosks | Activate S-P-S Virtual Kiosks

Specify Virtual Kiosk | Select Virtual Kiosks | Deploy Virtual Kiosks

Standard Demonstration Mode

Upload Images for HTML-Encoded Image:

Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
------------------------	----------------------------	-----------------------

Select the image to upload that you wish to use as the base image for the HTML-Encoded Image you wish to create.

Base Image:

Select the image to upload that you wish to use as the secondary image to place on top of the base image for the HTML-Encoded Image you wish to create.

Secondary Image:

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FIG. 4873G

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Configure S-P-S Virtual Kiosks < Create S-P-S Virtual Kiosks > Modify S-P-S Virtual Kiosks | Deploy S-P-S Virtual Kiosks | Activate S-P-S Virtual Kiosks < Specify Virtual Kiosks | Select Virtual Kiosks | Deploy Virtual Kiosks | Launch Virtual Kiosks

Control Panel for Generating Service-Provider-Specific (S-P-S) Virtual Kiosks

Create HTML Encoded Image

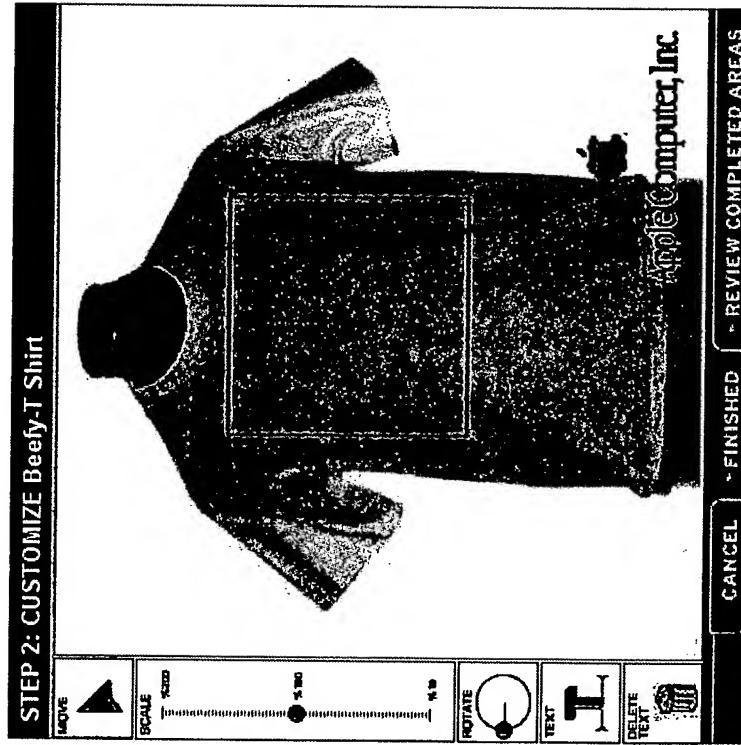
Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Use the window below to format your new image which shall be used in the HTML-Encoded Image you wish to create. You may resize both the images if you wish. The Secondary Image shall always appear on top of the Base Image.

Standard Demonstration Mod



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FIG. 48734

http://www.brandkeysystems.com/bk_deliver/m_launch_service-provider_deploy-3d.html

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)

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FIG. 48 T 3T

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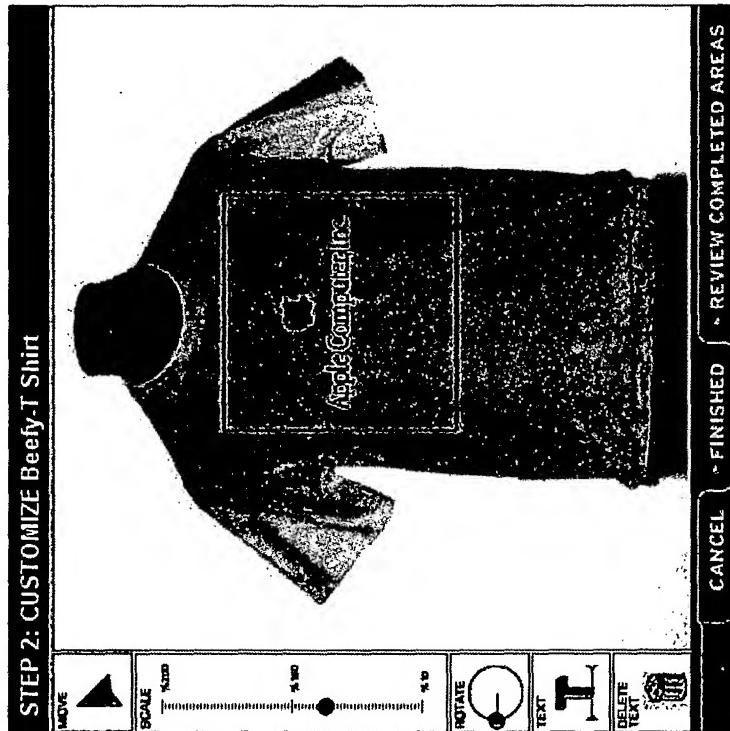
Configure S-P-S Virtual Kiosks | Create S-P-S Virtual Kiosks | Modify S-P-S Virtual Kiosks | Activate S-P-S Virtual Kiosks | Select Virtual Kiosks | Display Virtual Kiosks

Select HTML Encoded Image Area

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith
The image you created is shown below. Please specify the area over which the consumer will click to launch the Service-Provider-Specific Virtual Kiosk.



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FIG. 48T 35

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Fig. 48T3K

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Control Panel for Generating Service-Provider-Specific (S-P-S) Virtual Kiosks

Configure S-P-S Virtual Kiosks : Create S-P-S Virtual Kiosks | Modify S-P-S Virtual Kiosks | Deploy S-P-S Virtual Kiosks | Activate S-P-S Virtual Kiosks | Standard Demonstration Mode

Service Virtual Kiosks : Select Virtual Kiosk | Deploy Virtual Kiosks |

Select Service-Provider-Specific Virtual Kiosks:

Client Account: DISNEY	client Account No: 7145001	User Name: John Smith
------------------------	----------------------------	-----------------------

Select the Service-Provider-Specific Virtual Kiosk(s) you wish to deploy.

Virtual Kiosk ID	Service-Provider-Specific Virtual Kiosk Name	Deploy
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>

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Back**Next**

FIG. 48 T3 L



Configure S-P-S Virtual Kiosks | Create S-P-S Virtual Kiosks | Modify S-P-S Virtual Kiosks | Deploy S-P-S Virtual Kiosks | Activate S-P-S Virtual Kiosks | Specify Virtual Kiosks | Select Virtual Kiosks | Deploy Virtual Kiosks

Control Panel for Generating Service-Provider Specific (S-P-S) Virtual Kiosks

Select Service Provider Specific Virtual Kiosk Languages

Client Account: DISNEY | Client Account No: 7145001

Select the languages in which you wish to deploy the configured Virtual Kiosks.

Language	Selected	Language	Selected
English	<input type="checkbox"/>	Austrian	<input type="checkbox"/>
Spanish	<input checked="" type="checkbox"/>	Brazilian	<input checked="" type="checkbox"/>
French	<input checked="" type="checkbox"/>	Canadian French	<input checked="" type="checkbox"/>
German	<input checked="" type="checkbox"/>	Catalan	<input checked="" type="checkbox"/>
Japanese	<input checked="" type="checkbox"/>	Finnish	<input checked="" type="checkbox"/>
Dutch	<input checked="" type="checkbox"/>	Norwegian	<input checked="" type="checkbox"/>
Italian	<input checked="" type="checkbox"/>	Portuguese	<input checked="" type="checkbox"/>
Chinese	<input checked="" type="checkbox"/>	Swedish	<input checked="" type="checkbox"/>
Danish	<input checked="" type="checkbox"/>		

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Standard Demonstration Mode

User Name: John Smith

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Fig. 48T3M

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Control Panel for Generating Service-Provider-Specific (S-P-S) Virtual Kiosks

Configure S-P-S Virtual Kiosks | Create S-P-S Virtual Kiosks | Modify S-P-S Virtual Kiosks | Deploy S-P-S Virtual Kiosks | Activate S-P-S Virtual Kiosks

Specify Virtual Kiosks | Select Virtual Kiosks | Deploy Virtual Kiosks

Standard Demonstration Mode

Upload Image for HTML Encoded Desktop Icon:

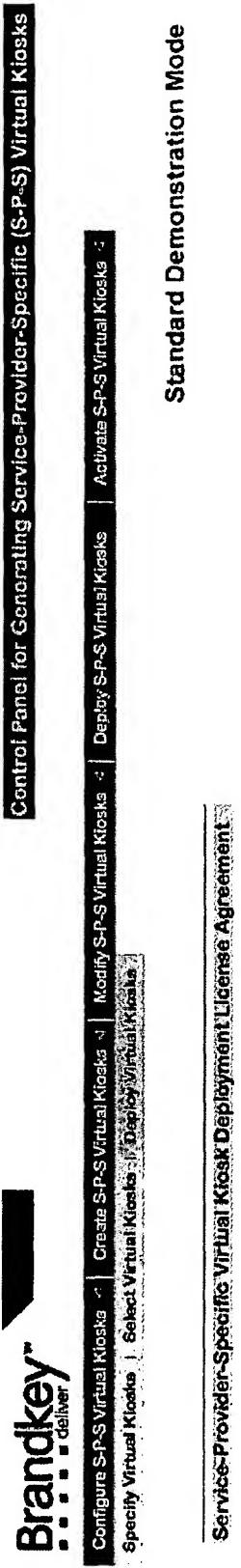
Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
------------------------	----------------------------	-----------------------

Please Upload the Image you wish to use as the Icon for the HTML-Encoded Icon you wish to deploy.

Icon Image:

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FIG. 48T3N



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Disagree

FIG. 4874

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Control Panel for Generating Service-Provider-Specific (S-P-S) Virtual Kiosks

Configure S-P-S Virtual Kiosks | Create S-P-S Virtual Kiosks | Modify S-P-S Virtual Kiosks | Deploy S-P-S Virtual Kiosks | Activate S-P-S Virtual Kiosks

Specify Virtual Kiosks | Select Virtual Kiosks | Deploy Virtual Kiosks | Activate Virtual Kiosks

Standard Demonstration Mode

Confirm Deployment of the Service-Provider-Specific Virtual Kiosks:

Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
------------------------	----------------------------	-----------------------

The selected Service-Provider-Specific Virtual Kiosks have now been Deployed in the selected Launch Environment. To prepare the Deployed Service-Provider-Specific Virtual Kiosks for Installation, you must first Activate them.

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FIG. 48T5



Configure S-P-S Virtual Kiosks :: Create S-P-S Virtual Kiosks | Modify S-P-S Virtual Kiosks | Deploy S-P-S Virtual Kiosks | Activate S-P-S Virtual Kiosks

Control Panel for Generating Service-Provider-Specific (S-P-S) Virtual Kiosks

Control Panel for Activating Service-Provider-Specific Virtual Kiosks

Client Account: DISNEY

client Account No: 7145001

User Name: John Smith

The Virtual Kiosks below have been deployed. You can activate any of the Virtual Kiosk by checking the Active field for that Virtual Kiosk. To deactivate any Virtual Kiosk simply uncheck the Active field for the Virtual Kiosk. Click Update to save the changes.

Virtual Kiosk ID

Here will go the min

Virtual Kiosk Name

Here will go the product name

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Active

Activate

FIG. 48 U1

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Configure R-S Virtual Kiosks

Create R-S Virtual Kiosks :: Modify R-S Virtual Kiosks :: Deploy R-S Virtual Kiosks :: Activate R-S Virtual Kiosks

Control Panel for Generating Retailer-Specific (R-S) Virtual Kiosks

Client Account: DISNEY

Client Account No: 7145001

Text: R.144

User Name: John Smith

Control Panel for Generating Retailer-Specific (R-S) Virtual Kiosks

Standard Demonstration Mod

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FIG. 49A

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... . . . deliver

Configure R-S Virtual Kiosks	Create R-S Virtual Kiosks	Modify R-S Virtual Kiosks	Deploy R-S Virtual Kiosks	Activate R-S Virtual Kiosks
<input checked="" type="checkbox"/> Set Standard Configuration	<input type="checkbox"/> Set Advanced Configuration			
<input type="checkbox"/> Set Standard Domains	<input type="checkbox"/> Set Advanced Domains	<input type="checkbox"/> Set Advanced Domains	<input type="checkbox"/> Set Advanced Domains	<input type="checkbox"/> Set Advanced Domains

Set Standard Configuration

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Do you wish to create a Retailer-Specific Virtual Kiosk for all registered products?

Yes No

Do you wish to allow for creation of custom Retailer-Specific Virtual Kiosks?

Yes No

By default do you wish to allow installation of Retailer-Specific Virtual Kiosks by Consumers?

Yes No

Control Panel for Generating Retailer-Specific (R-S) Virtual Kiosks

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FIG. 49 B1



Configure R-S Virtual Kiosks | Create R-S Virtual Kiosks | Modify R-S Virtual Kiosks | Deploy R-S Virtual Kiosks | Activate R-S Virtual Kiosks
 Set Standard Configuration | Set Retailer Specific Configuration | Set Retailer Domains | Set Retailer Delivery Domains

Control Panel for Generating Retailer-Specific (R-S) Virtual Kiosks

Standard Demonstration Mod

Set Allowed Industrialists

Client Account: DISNEY | Client Account No: 7145001

User Name: John Smith

You have selected to allow the following Industrialists to install Retailer-Specific Virtual Kiosks you create. If you wish to remove an Industrialist from this list, then uncheck the Active checkbox next to their name. Click Next to save your changes. Click Add Industrialists to add additional Industrialists to this list.

Industrialist Name	City	State	Zip/Postal Code	Country	Active
Industrialist Name 1	City 1	State 1	Zip/Postal Code 1	Country 1	<input type="checkbox"/>
Industrialist Name 2	City 2	State 2	Zip/Postal Code 2	Country 2	<input type="checkbox"/>
Industrialist Name 3	City 3	State 3	Zip/Postal Code 3	Country 3	<input type="checkbox"/>
Industrialist Name 4	City 4	State 4	Zip/Postal Code 4	Country 4	<input type="checkbox"/>
Industrialist Name 5	City 5	State 5	Zip/Postal Code 5	Country 5	<input type="checkbox"/>

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[Add Industrialist](#)

[Next](#)

HG. 49BZ



Configure R-S Virtual Kiosks	Create R-S Virtual Kiosks	Modify R-S Virtual Kiosks	Deploy R-S Virtual Kiosks	Activate R-S Virtual Kiosks
Set Standard Configuration	<input checked="" type="checkbox"/> Search for Industrialists	<input type="checkbox"/> Set Standard Domains	<input type="checkbox"/> Set Standard Domains	<input type="checkbox"/> Set Standard Domains

Control Panel for Generating Retailer-Specific (R-S) Virtual Kiosks

Search for Industrialists:

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Search for the Industrialists you wish to add to the list of Industrialists allowed to Install Retailer-Specific Virtual Kiosks. You can search by Name, City, State, Zip/Postal Code and Country. Click Search to initiate the Industrialist search.

Industrialist Name:	<input type="text"/>
City:	<input type="text"/>
State:	<input type="text"/> ▾
Zip/Postal Code:	<input type="text"/>
Country:	United States ▾

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Back | Search

FIG. 49 B3



Control Panel for Generating Retailer-Specific (R-S) Virtual Kiosks

Configure R-S Virtual Kiosks	Create R-S Virtual Kiosks	Modify R-S Virtual Kiosks	Deploy R-S Virtual Kiosks	Activate R-S Virtual Kiosks
Set Standard Configuration	Search Industrialists	Search Domains	Search Locations	Search Products

Standard Demonstration Mod

Select Industrialists

Client Account: DISNEY

client Account No: 7145001

User Name: John Smith

The following Industrialists matched your search criteria. Check the Add Industrialist to add the Industrialist to the list of Industrialists allowed to install your Retailer-Specific Virtual Kiosks. Click Next to save your changes. Click Back to redo your search.

Industrialist Name	City	State	Zip/Postal Code	Country	Add Industrialist
Industrialist Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	New York	New York	06903	United States	<input type="checkbox"/>
Industrialist Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>

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1 2 3 4 5 | ▶ Next ▶ | ▷

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Control Panel for Generating Retailer-Specific (R-S) Virtual Kiosks

Configure R-S Virtual Kiosks	Create R-S Virtual Kiosks	Modify R-S Virtual Kiosks	Deploy R-S Virtual Kiosks	Activate R-S Virtual Kiosks
Set Standard Configuration	Set Allocated Domains	Set Allowed Domains	Set Default Domains	Set Forbidden Domains

Standard Demonstration Mod

Set Forbidden Domains

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You have chosen to Forbid the following Domains from launching your Retailer-Specific Virtual Kiosks. If you wish to remove a Domain from the list, uncheck the Forbidden checkbox. Click Next to save your changes. Click Add Domain to add another Domain to the Forbidden Domains List.

Domain Name

Domain Name 1

Domain Name 2

Domain Name 3

Domain Name 4

Domain Name 5

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[Back](#) [Add Domain](#) [Finish](#)

F1G. 49 B5

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Control Panel for Generating Retailer-Specific (R-S) Virtual Kiosks

Configure R-S Virtual Kiosks | Create R-S Virtual Kiosks | Modify R-S Virtual Kiosks | Deploy R-S Virtual Kiosks | Activate R-S Virtual Kiosks | 1

Set Standard Configuration | **Add Allowed Domains** | **Scan for Bad Domains**

Standard Demonstration Mode

Add Forbidden Domain

Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
------------------------	----------------------------	-----------------------

Enter the Root Domain Name you wish to add to the Forbidden Domain List and click Next to save it to the list. The Root Domain name is the basic Domain Name of the site you wish to block, e.g.: www.mystore.com.

Root Domain Name:

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Back**Next**

Fig. 49B6



Control Panel for Generating Retailer-Specific (R-S) Virtual Kiosks

Configure R-S Virtual Kiosks	Create R-S Virtual Kiosks	Modify R-S Virtual Kiosks	Deploy R-S Virtual Kiosks	Activate R-S Virtual Kiosks
Virtual Kiosk Deployment	Virtual Kiosk Search	Virtual Brands	Virtual Kiosk	Virtual Kiosk Creation

Standard Demonstration Mode**Set Retailer-Specific Virtual Kiosk Display Mode**

Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
------------------------	----------------------------	-----------------------

Please select the display mode that will be assigned to the Retailer-Specific Virtual Kiosks you will be creating in this section:

- Tri-Mode Display featuring Promotional Spots + Advertising Spots + the Brand Information Network
- Dual-Mode Display featuring Advertising Spots + the Brand Information Network
- Single-Mode Display featuring the Brand Information Network

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Next

FIG. 49C1

Brandkey  

Control Panel for Generating Retailer-Specific (R-S) Virtual Kiosks

Configure R-S Virtual Kiosks | Create R-S Virtual Kiosks | Modify R-S Virtual Kiosks | Deploy R-S Virtual Kiosks | Activate R-S Virtual Kiosks

Set Virtual Kiosk Display Mode | Search Results | Selected Brands | Name Virtual Kiosk | Confirm Virtual Kiosk Creation | Back | Search

Standard Demonstration Mode

Search for Brand Entities

Client Account: <input type="text" value="DISNEY"/>	client Account No: <input type="text" value="7145001"/>	User Name: <input type="text" value="John Smith"/>
---	---	--

Identify the products for which a Retailer-Specific Virtual Kiosk will be created. You may search by Universal Product Number, Trade Mark, Product Descriptor, Brand Entity Name or Product Name. Enter your search criteria in the textbox, select the parameters from the dropdown list and click search to initiate the product search.

Search Criteria:

By: Universal Product Number

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FIG. 49C2



Configure R-S Virtual Kiosks | Create R-S Virtual Kiosks | Modify R-S Virtual Kiosks | Deploy R-S Virtual Kiosks | Activate R-S Virtual Kiosks
 Set Virtual Kiosk Display Mode | Search for Brands | Selected Brands | Name Virtual Kiosk | Customize Virtual Kiosk | Confirm Virtual Kiosk Creation | Standard Demonstration Mode

Select Brand Entities

Client Account: DISNEY

client Account No: 7145001

User Name: John Smith

Select the products to add to the Retailer-Specific Virtual Kiosks.

UPN	TM	PD	Product Name	Vendor	Add to Kiosk
Here will go the min	Here will go the vendor	Here will go the status	Here will go the product name	Here will go the name of the vendor	<input checked="" type="checkbox"/>
Here will go the min	Here will go the vendor	Here will go the status	Here will go the product name	Here will go the name of the vendor	<input checked="" type="checkbox"/>
Here will go the min	Here will go the vendor	Here will go the status	Here will go the product name	Here will go the name of the vendor	<input checked="" type="checkbox"/>
Here will go the min	Here will go the vendor	Here will go the status	Here will go the product name	Here will go the name of the vendor	<input checked="" type="checkbox"/>
Here will go the min	Here will go the vendor	Here will go the status	Here will go the product name	Here will go the name of the vendor	<input checked="" type="checkbox"/>
Here will go the min	Here will go the vendor	Here will go the status	Here will go the product name	Here will go the name of the vendor	<input checked="" type="checkbox"/>
Here will go the min	Here will go the vendor	Here will go the status	Here will go the product name	Here will go the name of the vendor	<input checked="" type="checkbox"/>

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Brandkey™ deliver

Configure R-S Virtual Kiosks | Create R-S Virtual Kiosks | Modify R-S Virtual Kiosks | Deploy R-S Virtual Kiosks | Activate R-S Virtual Kiosks | Set Virtual Kiosk Display Mode | Search for Brands | Select Brands | Name Virtual Kiosk | Customize Virtual Kiosk | Confirm Virtual Kiosk Creation

Standard Demonstration Mod

Name Retailer-Specific Virtual Kiosk

Client Account: DISNEY	Virtual Kiosk Name [redacted]
Vendor Here will go the vendor	

Virtual Kiosk ID
Here will go the virtual kiosk ID

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Back **Next**

FIG. 49C4

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Control Panel for Generating Retailer-Specific (R-S) Virtual Kiosks

Configure R-S Virtual Kiosks	Create R-S Virtual Kiosks	Modify R-S Virtual Kiosks	Display R-S Virtual Kiosks	Activate R-S Virtual Kiosks
Set Virtual Kiosk Display Mode	Search for Brands	Select Brand	Name Virtual Kiosk	Confirm Virtual Kiosk Creation

Standard Demonstration Mode

Customize Retailer-Specific Virtual Kiosk

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Virtual Kiosk you wish to customize by clicking on the Virtual Kiosk Name. When you have finished Customizing the Retailer-Specific Virtual Kiosk click the Next button.

Retailer-Specific Virtual Kiosk Name
Trek® Cycles 2002

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Next

FIG. 49C5

<http://www.brandkeysystems.com/bk-deliver/m-launch-retailer-create-s.html>
file:///E:/www/brandkeysystems/_deliver/TEMP50m0hej6yt.htm

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Brandkey
... deliver

Control Panel for Generating Retailer-Specific (R-S) Virtual Kiosks

Configure R-S Virtual Kiosks | Create R-S Virtual Kiosks | Modify R-S Virtual Kiosks | Deploy R-S Virtual Kiosks | Activate R-S Virtual Kiosks
 Set Virtual Kiosk Display Mode | Standard Mode | Search Mode | Select Mode | Select Brands | Name Virtual Kiosk | Customer Virtual Kiosk | Confirm Virtual Kiosk Creation.

Standard Demonstration Mode

Customeize Retailer-Specific Virtual Kiosk

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Customize your Retailer-Specific Virtual Kiosk by selecting the desired Customization Options. Click Preview to preview the appearance of the customized Retailer-Specific Virtual Kiosk. Click Confirm to confirm the changes. Click Cancel to cancel your changes.

Customization Options

Retailer Logo:

[Browse](#)

[Imports.com](#)

Virtual Kiosk



[Preview](#)

[Confirm](#)

FIG. 49C6

]

Cancel

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Control Panel for Generating Retailer-Specific (R-S) Virtual Kiosks

Configure R-S Virtual Kiosks | Create R-S Virtual Kiosks | Modify R-S Virtual Kiosks | Deploy R-S Virtual Kiosks | Activate R-S Virtual Kiosks | Set Virtual Kiosk Display Mode | Search for Brands | Select Brands | Name Virtual Kiosk | Customize Virtual Kiosk | Confirm Virtual Kiosk Creation | Standard Demonstration Mod

Confirm Creation of Retailer-Specific Virtual Kiosk

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Congratulations, you have created the following Retailer-Specific Virtual Kiosks, you can now Modify or Deploy these Retailer-Specific Virtual Kiosks.

Retailer-Specific Virtual Kiosk Name	Retailer-Specific Virtual Kiosk Serial Number
Here will go the description of the product.	0900938-78383
Here will go the description of the product.	0900938-78383
Here will go the description of the product.	0900938-78383
Here will go the description of the product.	0900938-78383
Here will go the description of the product.	0900938-78383

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FIG. 49C 8



Control Panel for Generating Retailer-Specific (R-S) Virtual Kiosks

Configure R-S Virtual Kiosks	Create R-S Virtual Kiosks	4	Modify R-S Virtual Kiosks
Select Virtual Kiosk	Modify Virtual Kiosk	5	Deploy R-S Virtual Kiosks
Activate R-S Virtual Kiosks			

Select the Retailer-Specific Virtual Kiosk

Select the Retailer-Specific Virtual Kiosk

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Retailer-Specific Virtual Kiosks you wish to modify by clicking on the Virtual Kiosk ID Number.

Virtual Kiosks ID Number	Store Location	Virtual Kiosk Name	Deployed	Active
9909930-00939	Here will go the store location	Virtual Kiosk name	✓	✓
9909930-00939	Here will go the store location	Virtual Kiosk name	✓	✓
9909930-00939	Here will go the store location	Virtual Kiosk name	✓	✗
9909930-00939	Here will go the store location	Virtual Kiosk name	✓	✓
9909930-00939	Here will go the store location	Virtual Kiosk name	✓	✗

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Control Panel for Generating Retailer-Specific (R-S) Virtual Kiosks

Configure R-S Virtual Kiosks	Create R-S Virtual Kiosks	Modify R-S Virtual Kiosks	Deploy R-S Virtual Kiosks	Activate R-S Virtual Kiosks
Select Virtual Kiosk <small>(This link will take you to the virtual kiosk selection screen)</small>				

Modify the Retailer-Specific Virtual Kiosk

Client Account: DISNEY | Client Account No: 7145001

| User Name: John Smith

Update the information for the selected Virtual Kiosk. Click Update to save your changes. Click Update Brands to update the list of Brand Entities associated with the selected Virtual Kiosk.

Virtual Kiosk Serial Number: 09009876-09

Virtual Kiosk Name:

Display Mode:

Tri-Mode Display comprising: Advertising Spot Display Mode, Promotional Spot Display Mode, and Brand Information Network Display Mode

Dual-Mode Display comprising: Advertising Spot Display Mode, and Brand Information Network Display Mode

Uni-Mode Display comprising: Brand Information Network Display Mode

Allow Consumer Installation: Yes No

Virtual Kiosk Status:

Delete this Kiosk

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Standard Demonstration Mod

[Back](#) [Update](#) [Update Products](#)

FIG. 49D2



Configure R-S Virtual Kiosks Create R-S Virtual Kiosks Modify R-S Virtual Kiosks Deploy R-S Virtual Kiosks Activate R-S Virtual Kiosks

Control Panel for Generating Retailer-Specific (R-S) Virtual Kiosks

Select Virtual Kiosk **Modify R-S Virtual Kiosk** **Standard Demonstration Mode**

Modify the Retailer-Specific Virtual Kiosk

<input type="text"/> Client Account: DISNEY	<input type="text"/> Client Account No: 7145001	<input type="text"/> User Name: John Smith
<p>The Retailer-Specific Virtual Kiosk [Name] has been modified. Please review and confirm your modifications. If any information is not correct then click Edit to correct and update. Click Update Products to update the list of products associated with the selected Virtual Kiosk.</p>		
<input type="text"/> Virtual Kiosk Serial Number:	0909876-09	
<input type="text"/> Virtual Kiosk Name:	Virtual Kiosk Name	
<input type="text"/> Virtual Kiosk Mode:	Promo-Spot Display Mode	
<input type="text"/> Allow Retailer Installation:	Yes	
<input type="text"/> Allow Industrialist Installation:	No	
<input type="text"/> Allow Consumer Installation:	Yes	
<input type="text"/> Virtual Kiosk Status:	Deployed-Activated	

Edit Update Brands Confirm

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Edit Update Brands Confirm

f19.49D3



Configure R-S Virtual Kiosks | Create R-S Virtual Kiosks | Modify R-S Virtual Kiosks | Deploy R-S Virtual Kiosks | Activats R-S Virtual Kiosks

Select Virtual Kiosk | Add Products | Modify Products | Delete Products

[Edit Brand Entities](#)

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Update the list of Products assigned to the Retailer-Specific Virtual Kiosks. To remove an associated product from the Virtual Kiosk simply uncheck the Active checkbox. To add new products to the Virtual Kiosk simply click the Add Products button. If you do not wish to add any more products, click Finish to confirm the Virtual Kiosk product list.

Universal Product Number (UPN)

9909930-00939

Trade Mark (TM)

Here will go the trade mark

Product Descriptor (PD)

Here will go the description of the product. Here will go the description of the product.

Here will go the description of the product. Here will go the description of the product.

Here will go the description of the product. Here will go the description of the product.

Here will go the description of the product. Here will go the description of the product.

Here will go the description of the product. Here will go the description of the product.

Here will go the description of the product. Here will go the description of the product.

Selected

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[Add New Products](#)

[Finish](#)

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Control Panel for Generating Retailer-Specific (R-S) Virtual Kiosks

Configure R-S Virtual Kiosks | Create R-S Virtual Kiosks | Modify R-S Virtual Kiosks | Deploy R-S Virtual Kiosks | Activate R-S Virtual Kiosks

Select Virtual Kiosk 

Standard Demonstration Mode

Search for Brand Entities

<input checked="" type="checkbox"/> Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
--	----------------------------	-----------------------

Search for the Products to add to the Retailer-Specific Virtual Kiosks. You may search by the Universal Product Number, Trade Mark, Product Descriptor, Product Name, Brand Entity Name or Brand Entity Owner. Enter the search criteria in the textbox, select the parameters from the dropdown list and click the Search button to initiate the Product search.

Search for:

By: UPN 

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 Search

FIG. 49D5

**Standard Demonstration Mod****Select Brand Entities**

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Products to add to the Retailer-Specific Virtual Kiosks.

UPN	TM	PD	Product Name	Vendor	Add to Kiosk
Here will go the min	Here will go the vendor	Here will go the status	Here will go the product name	Here will go the name of the vendor	<input type="checkbox"/>
Here will go the min	Here will go the vendor	Here will go the status	Here will go the product name	Here will go the name of the vendor	<input type="checkbox"/>
Here will go the min	Here will go the vendor	Here will go the status	Here will go the product name	Here will go the name of the vendor	<input type="checkbox"/>
Here will go the min	Here will go the vendor	Here will go the status	Here will go the product name	Here will go the name of the vendor	<input type="checkbox"/>
Here will go the min	Here will go the vendor	Here will go the status	Here will go the product name	Here will go the name of the vendor	<input type="checkbox"/>
Here will go the min	Here will go the vendor	Here will go the status	Here will go the product name	Here will go the name of the vendor	<input type="checkbox"/>
Here will go the min	Here will go the vendor	Here will go the status	Here will go the product name	Here will go the name of the vendor	<input type="checkbox"/>

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Configure R-S Virtual Kiosks | Create R-S Virtual Kiosks | Modify R-S Virtual Kiosks
Select Virtual Kiosk | Modify Virtual Kiosk

Configure Virtual Kiosk Modification

Client Account: DISNEY

Client Account No: 7145001

Name: Name goes here
ID: 0944930-93888399
Mode: Ad-Spot Display Mode

List of Products

Universal Product Number (UPN) Trade Mark (TM) Product Descriptor (PD)

9909930-00939	Here will go the trade mark	Here will go the description of the product.
9909930-00939	Here will go the trade mark	Here will go the description of the product.
9909930-00939	Here will go the trade mark	Here will go the description of the product.
9909930-00939	Here will go the trade mark	Here will go the description of the product.
9909930-00939	Here will go the trade mark	Here will go the description of the product.

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Control Panel for Generating Retailer-Specific (R-S) Virtual Kiosks

Standard Demonstration Mode

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Retailer-Specific Virtual Kiosk has been modified. Please review and confirm the information below. If any information is not correct then click Edit to correct and update.

User Name: John Smith

Edit

Confirm

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Control Panel for Generating Retailer-Specific (R-S) Virtual Kiosks

Configure R-S Virtual Kiosks	Create R-S Virtual Kiosks	Modify R-S Virtual Kiosks	Deploy R-S Virtual Kiosks	Activate R-S Virtual Kiosks
<input checked="" type="radio"/> Specific Virtual Kiosks	<input type="radio"/> Standard Virtual Kiosks	<input type="radio"/> Deploy Virtual Kiosks	<input type="radio"/> Activate Virtual Kiosks	<input type="radio"/> Create Virtual Kiosks

Standard Demonstration Mode**Select Launch Environment:**

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Retailer-Specific Virtual Kiosk can be Deployed to Launch from one of four different Environments:

- An HTML-Encoded Brandkey(TM) Button for launching the Retailer-Specific Virtual Kiosk from any web page once the Brandkey(TM) Button and its accompanying Virtual Kiosk Tag have been Installed in the page.
- An HTML-Encoded Document for launching the Retailer-Specific Virtual Kiosk from a Word or PDF Document once the Document containing its Virtual Kiosk Tag have been downloaded.
- An HTML-Encoded Image for launching the Retailer-Specific Virtual Kiosk from any web page once the Image and its accompanying Virtual Kiosk Tag have been Installed in the page.
- An HTML-Encoded Desktop Icon for launching the Retailer-Specific Virtual Kiosk from any Computer Desktop once the Desktop Icon containing its Virtual Kiosk Tag has been Installed on the Computer Desktop.

Select the Environment from which the selected Retailer-Specific Virtual Kiosks will be launched:

- HTML-Encoded Brandkey (TM) Button
- HTML-Encoded Document
- HTML-Encoded Image
- HTML-Encoded Desktop Icon

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FIG. 49E1



Configure R-S Virtual Kiosks	Create R-S Virtual Kiosks	Modify R-S Virtual Kiosks	Activates R-S Virtual Kiosks
Specify Virtual Kiosks	Select Virtual Kiosks	Deploy R-S Virtual Kiosks	

Select Retailer-Specific Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001

Select the Retailer-Specific Virtual Kiosk(s) you wish to deploy.

Virtual Kiosk ID

- 9909930-00939
- 9909930-00939
- 9909930-00939
- 9909930-00939
- 9909930-00939
- 9909930-00939

Product-Specific Virtual Kiosk Name

- Here will go the description of the retailer.
- Here will go the description of the retailer.
- Here will go the description of the retailer.
- Here will go the description of the retailer.
- Here will go the description of the retailer.
- Here will go the description of the retailer.

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deliver

Control Panel for Generating Retailer-Specific (R-S) Virtual Kiosks

Configure R-S Virtual Kiosks < Create R-S Virtual Kiosks | Modify R-S Virtual Kiosks | Deploy R-S Virtual Kiosks | Activate R-S Virtual Kiosks <

Specify Virtual Kiosks | Select Virtual Kiosks | Deploy Virtual Kiosks

Standard Demonstration Mode

Select Retailer-Specific Virtual Kiosk Languages:

Language	Selected	Language	Selected
English	<input type="checkbox"/>	Austrian	<input type="checkbox"/>
Spanish	<input checked="" type="checkbox"/>	Brazilian	<input type="checkbox"/>
French	<input checked="" type="checkbox"/>	Canadian French	<input type="checkbox"/>
German	<input checked="" type="checkbox"/>	Catalan	<input type="checkbox"/>
Japanese	<input checked="" type="checkbox"/>	Finnish	<input type="checkbox"/>
Dutch	<input checked="" type="checkbox"/>	Norwegian	<input type="checkbox"/>
Italian	<input checked="" type="checkbox"/>	Portuguese	<input type="checkbox"/>
Chinese	<input checked="" type="checkbox"/>	Swedish	<input type="checkbox"/>
Danish	<input checked="" type="checkbox"/>		

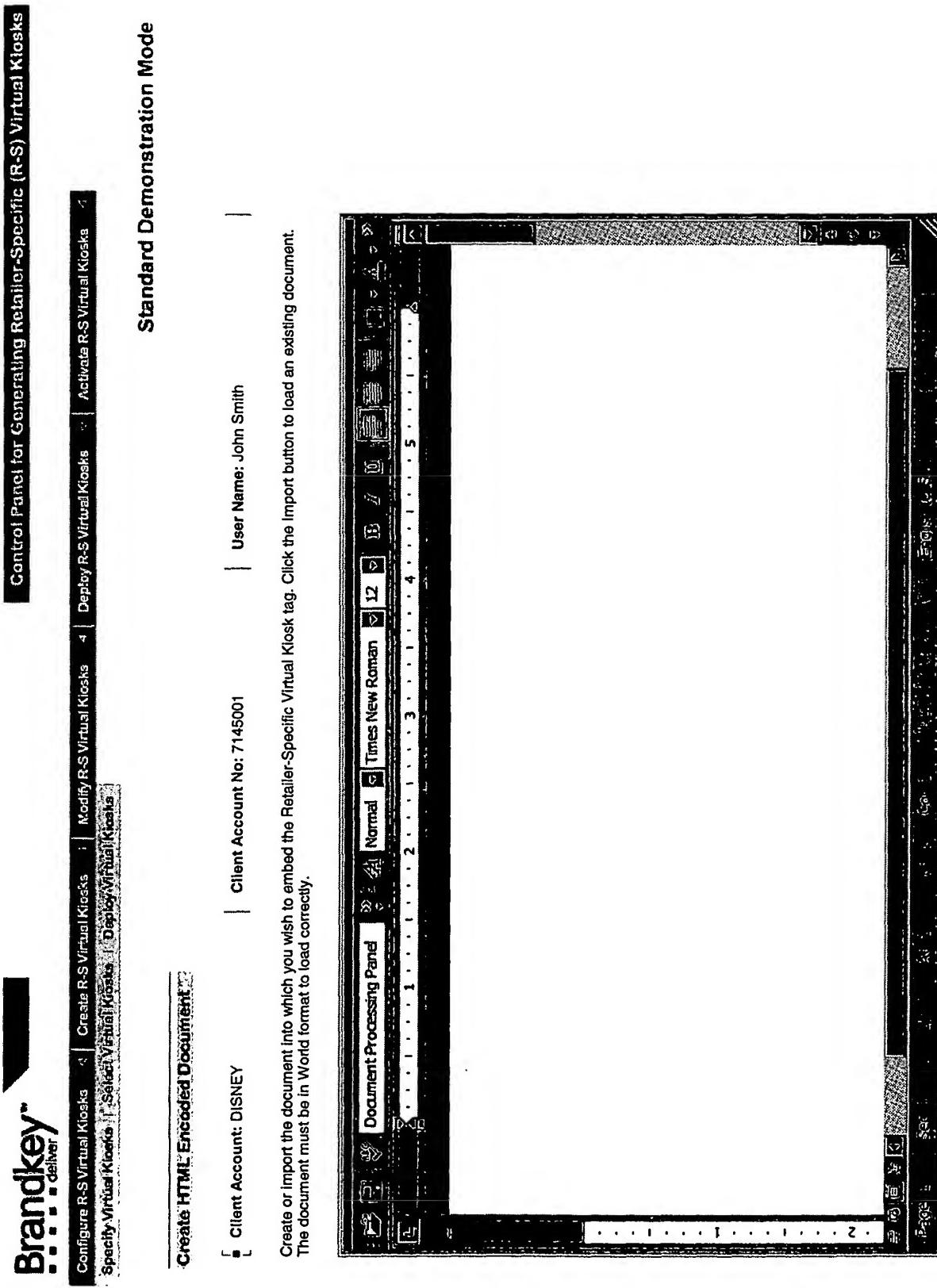
Select the languages in which you wish to deploy the configured Virtual Kiosks.

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

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FIG. 49E3A



http://www.brandkeysystems.com/bk_deliver/m_launch_retailer_deploy-2c.html

FIG. 49 E 3 B

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FIG. 49€3C

http://www.brandkeysystems.com/bk_deliver/m_launch_retailer_deploy-2c.html

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Control Panel for Generating Retailer-Specific (R-S) Virtual Kiosks

Configure R-S Virtual Kiosks | Create R-S Virtual Kiosks | Modify R-S Virtual Kiosks | Deploy R-S Virtual Kiosks | Activate R-S Virtual Kiosks

Specify Virtual Kiosks | Standard Mode | Advanced Mode | Help | Log Off

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Select HTML Encoded Document Format:

<input checked="" type="radio"/> Client Account: DISNEY	<input type="radio"/> Client Account No: 7145001	<input type="radio"/> User Name: John Smith
---	--	---

The HTML-Embedded document has been saved. Please select the format of the HTML-Embedded document you wish to deploy to the Brandkey Systems Web Server.

- Microsoft Word Document format
- Adobe PDF Document format

Standard Demonstration Mode

Select HTML Encoded Document Format:

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

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FIG. 49E3D

Brandkey
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Configure R-S Virtual Kiosks | Create R-S Virtual Kiosks | Modify R-S Virtual Kiosks | Deploy R-S Virtual Kiosks | Activate R-S Virtual Kiosks
 Specify Virtual Kiosks | Select Virtual Kiosks | Deploy Virtual Kiosks

Select Retailer-Specific Virtual Kiosks

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Retailer-Specific Virtual Kiosk(s) you wish to deploy.

Virtual Kiosk ID	Retailer-Specific Virtual Kiosk Name	Deploy
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>

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Configure R-S Virtual Kiosks	Create R-S Virtual Kiosks	Modify R-S Virtual Kiosks	Deploy R-S Virtual Kiosks	Activate R-S Virtual Kiosks
<input checked="" type="checkbox"/> Client Account: DISNEY	<input type="checkbox"/> Client Account No: 7145001	<input type="checkbox"/> User Name: John Smith		
Specify Virtual Kiosks	Select Virtual Kiosks	Deploy Virtual Kiosks	Select Virtual Kiosks	Deploy Virtual Kiosks

Select Retailer-Specific Virtual Kiosk Languages

Select the languages in which you wish to deploy the configured Virtual Kiosks.

Language	Selected	Language	Selected
English	<input type="checkbox"/>	Austrian	<input checked="" type="checkbox"/>
Spanish	<input checked="" type="checkbox"/>	Brazilian	<input type="checkbox"/>
French	<input checked="" type="checkbox"/>	Canadian French	<input type="checkbox"/>
German	<input checked="" type="checkbox"/>	Catalan	<input type="checkbox"/>
Japanese	<input checked="" type="checkbox"/>	Finnish	<input type="checkbox"/>
Dutch	<input checked="" type="checkbox"/>	Norwegian	<input type="checkbox"/>
Italian	<input checked="" type="checkbox"/>	Portuguese	<input type="checkbox"/>
Chinese	<input checked="" type="checkbox"/>	Swedish	<input type="checkbox"/>
Danish	<input checked="" type="checkbox"/>		

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FIG. 49 E3F

Brandkey  

Control Panel for Generating Retailer-Specific (R-S) Virtual Kiosks

Configure R-S Virtual Kiosks | Create R-S Virtual Kiosks | Modify R-S Virtual Kiosks | Delete R-S Virtual Kiosks | Activate R-S Virtual Kiosks

Specify Virtual Kiosks | Select Virtual Kiosks | Deploy Virtual Kiosks

Standard Demonstration Mode

Upload Images for HTML-Encoded Image

Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
------------------------	----------------------------	-----------------------

Select the image to upload that you wish to use as the base image for the HTML-Encoded Image you wish to create.

Base Image:

Select the image to use as the secondary image to place on top of the base image for the HTML-Encoded Image you wish to create.

Secondary Image:

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Fig. 49 E3 G



Control Panel for Generating Retailer-Specific (R-S) Virtual Kiosks

Configure R-S Virtual Kiosks | Create R-S Virtual Kiosks | Modify R-S Virtual Kiosks | Delete R-S Virtual Kiosks | Activate R-S Virtual Kiosks

Specify Virtual Kiosks | Select Virtual Kiosk | Deploy Virtual Kiosk

Create HTML Encoded Image

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Use the window below to format your new image which shall be used in the HTML-Encoded Image you wish to create. You may resize both the images if you wish. The Secondary Image shall always appear on top of the Base Image.

Standard Demonstration Mod

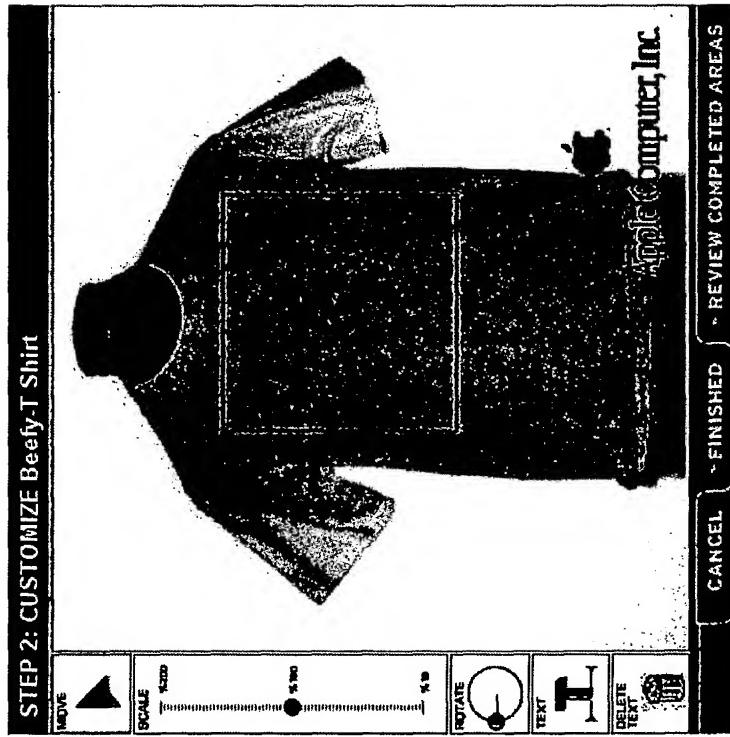
Create HTML Encoded Image

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Use the window below to format your new image which shall be used in the HTML-Encoded Image you wish to create. You may resize both the images if you wish. The Secondary Image shall always appear on top of the Base Image.



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F1Q.49 E3T



Configure R-S Virtual Kiosks

Create R-S Virtual Kiosks

Modify R-S Virtual Kiosks

Delete R-S Virtual Kiosks

Activate R-S Virtual Kiosks

Select R-S Virtual Kiosks

Launch R-S Virtual Kiosks

Logout

Control Panel for Generating Retailer-Specific (R-S) Virtual Kiosks

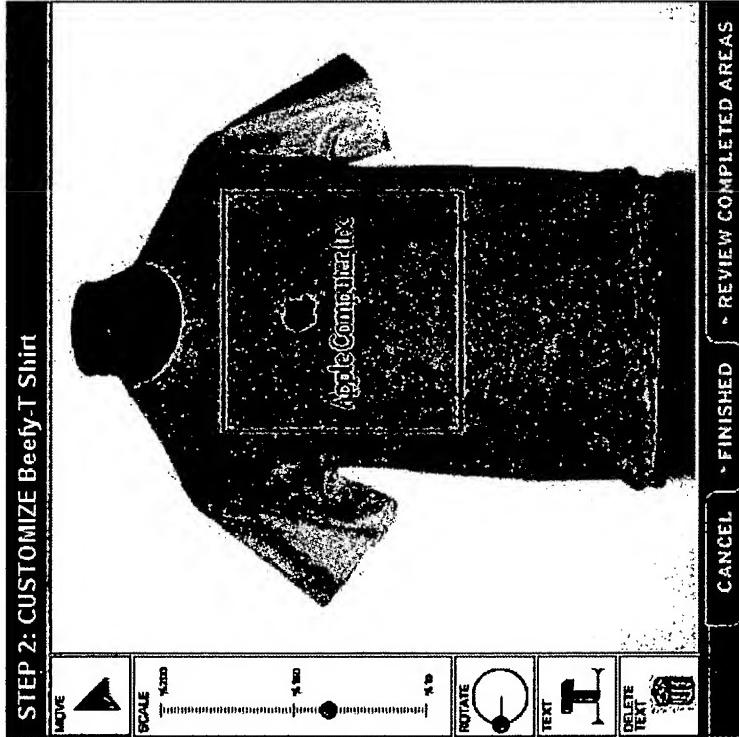
Standard Demonstration ModeSelect HTML Encoded Image Area

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The image you created is shown below. Please specify the area over which the consumer will click to launch the Retailer-Specific Virtual Kiosk.

STEP 2: CUSTOMIZE Beefy-T Shirt

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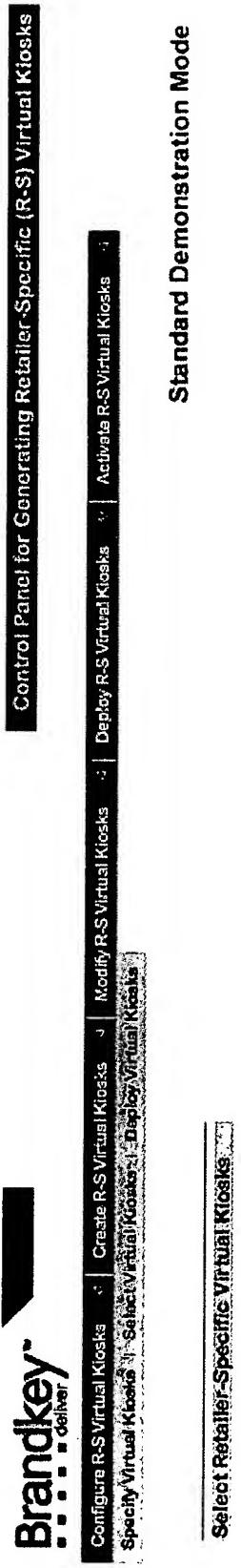
FIG. 49 E3 T

http://www.brandkeysystems.com/bk_deliver/m_launch_retailer_deploy-3e.html

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Fig. 49 E3 K



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Fig. 49 E3L



Configure R-S Virtual Kiosks	Create R-S Virtual Kiosks	Modify R-S Virtual Kiosks	Deploy R-S Virtual Kiosks	Activate R-S Virtual Kiosks
Select Virtual Kiosks				

Select Retailer-Specific Virtual Kiosk Languages

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

Select the languages in which you wish to deploy the configured Virtual Kiosks.

Language	Selected	Language	Selected
English	<input type="checkbox"/>	Austrian	<input checked="" type="checkbox"/>
Spanish	<input checked="" type="checkbox"/>	Brazilian	<input type="checkbox"/>
French	<input checked="" type="checkbox"/>	Canadian French	<input type="checkbox"/>
German	<input checked="" type="checkbox"/>	Catalan	<input type="checkbox"/>
Japanese	<input checked="" type="checkbox"/>	Finnish	<input type="checkbox"/>
Dutch	<input checked="" type="checkbox"/>	Norwegian	<input type="checkbox"/>
Italian	<input checked="" type="checkbox"/>	Portuguese	<input type="checkbox"/>
Chinese	<input checked="" type="checkbox"/>	Swedish	<input type="checkbox"/>
Danish	<input checked="" type="checkbox"/>		

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FIG. 49 E 3 M

Brandkey deliver

Control Panel for Generating Retailer-Specific (R-S) Virtual Kiosks

Configure R-S Virtual Kiosks | Create R-S Virtual Kiosks | Modify R-S Virtual Kiosks | Deploy R-S Virtual Kiosks | Activate R-S Virtual Kiosks

Specify Virtual Kiosks | Select Virtual Kiosks | Deploy Virtual Kiosks

Standard Demonstration Mode

Upload Image for HTML Encoded Desktop Icon:

Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
------------------------	----------------------------	-----------------------

Please Upload the Image you wish to use as the icon for the HTML-Encoded icon you wish to deploy.

Icon Image:

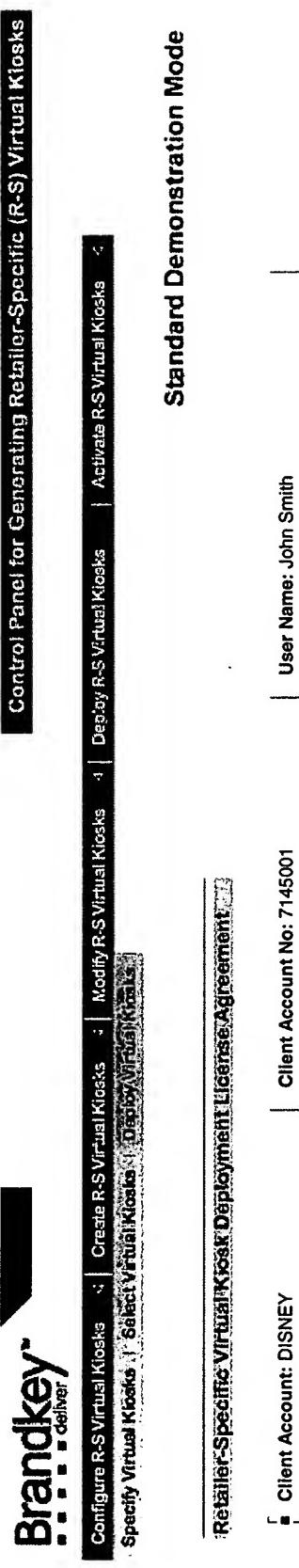
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Fig. 4.9 E3N

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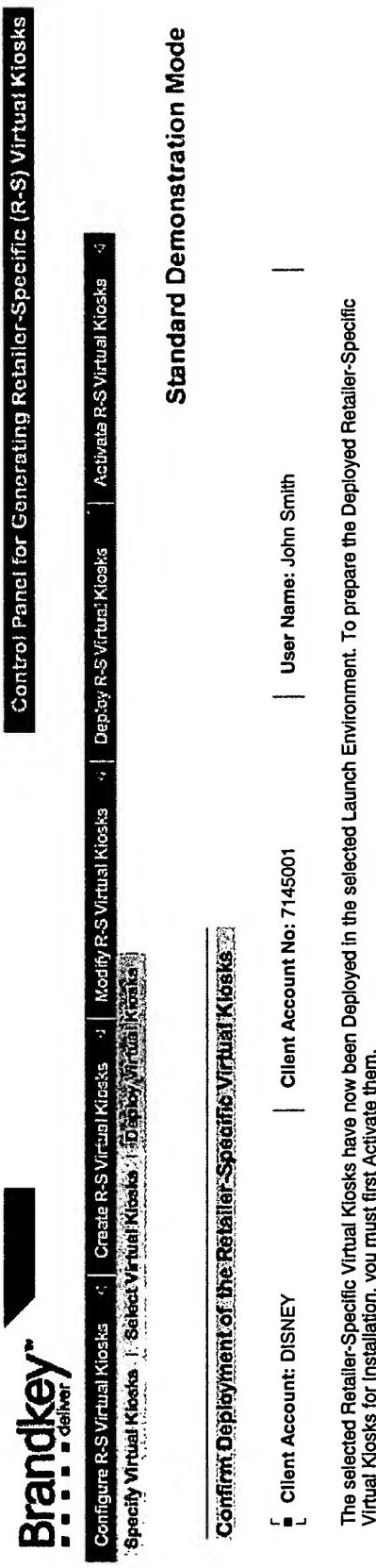


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Agree

FIG. 4.9E4

http://www.brandkeysystems.com/bk_deliver/m_launch_retailer_deploy-1d.html



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FIG. 49 E5

Brandkey
deliver

Control Panel for Generating Retailer-Specific (R-S) Virtual Kiosks

Configure R-S Virtual Kiosks | Create R-S Virtual Kiosks | Modify R-S Virtual Kiosks | Deploy R-S Virtual Kiosks | Activate R-S Virtual Kiosks

Control Panel for Activating Retailer-Specific Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001

The Virtual Kiosks below have been deployed. You can activate any of the Virtual Kiosk by checking the Active field for that Virtual Kiosk. To deactivate any Virtual Kiosk simply uncheck the Active field for the Virtual Kiosk. Click Update to save the changes.

Virtual Kiosk ID	Virtual Kiosk Name	Active
Here will go the min	Here will go the product name	<input checked="" type="checkbox"/>
Here will go the min	Here will go the product name	<input type="checkbox"/>
Here will go the min	Here will go the product name	<input type="checkbox"/>
Here will go the min	Here will go the product name	<input type="checkbox"/>
Here will go the min	Here will go the product name	<input type="checkbox"/>

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Activate

FIG. 49 F1

Brandkey
...
deliver

Configure I-S Virtual Kiosks

Create I-S Virtual Kiosks

Modify I-S Virtual Kiosks

Depict I-S Virtual Kiosks

User Name: John Smith

Client Account No: 7145001

Control Panel for Generating Industry-Specific (I-S) Virtual Kiosks

Control Panel for Generating Industry-Specific (I-S) Virtual Kiosks

Control Panel for Generating Industry-Specific Virtual Kiosks

Standard Demonstration Mod

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FIG. 49G1

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Control Panel for Generating Industry-Specific (I-S) Virtual Kiosks

Configure I-S Virtual Kiosks	Create I-S Virtual Kiosks	Modify I-S Virtual Kiosks	Deploy I-S Virtual Kiosks	Activate I-S Virtual Kiosks
Set Standard Configuration	Set Additional Domains	Set Additional Domains	Set Additional Domains	Set Additional Domains

[Set Standard Configuration](#)

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Do you wish to create a Industry-Specific Virtual Kiosk for all registered products?

Yes No

Do you wish to allow for creation of custom Industry-Specific Virtual Kiosks?

Yes No

By default do you wish to allow installation of Industry-Specific Virtual Kiosks by Consumers?

Yes No

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Next

FIG. 49 H1



Configure I-S Virtual Kiosks | Create I-S Virtual Kiosks | Modify I-S Virtual Kiosks | Deploy I-S Virtual Kiosks | Activate I-S Virtual Kiosks | Set Standard Domains | Set Standard URLs | Set Industrialist Domains | Set Industrialist URLs

Control Panel for Generating Industry-Specific (I-S) Virtual Kiosks

Standard Demonstration Mode

Set Allowed Industrialists

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You have selected to allow the following Industrialists to install Industry-Specific Virtual Kiosks you create. If you wish to remove an Industrialist from this list, then uncheck the Active checkbox next to their name. Click Next to save your changes. Click Add Industrialists to add additional Industrialists to this list.

Industrialist Name	City	State	Zip/Postal Code	Country	Active
Industrialist Name 1	City 1	State 1	Zip/Postal Code 1	Country 1	<input type="checkbox"/>
Industrialist Name 2	City 2	State 2	Zip/Postal Code 2	Country 2	<input type="checkbox"/>
Industrialist Name 3	City 3	State 3	Zip/Postal Code 3	Country 3	<input type="checkbox"/>
Industrialist Name 4	City 4	State 4	Zip/Postal Code 4	Country 4	<input type="checkbox"/>
Industrialist Name 5	City 5	State 5	Zip/Postal Code 5	Country 5	<input type="checkbox"/>

◀◀ | ◀ Back: 1 2 3 4 5 | Next ▶ | ▶▶

Back | Add Industrialist | Next.

FIG. 49H2

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Brandkey
deliver

Configure I-S Virtual Kiosks | Create I-S Virtual Kiosks | Modify I-S Virtual Kiosks | Deploy I-S Virtual Kiosks | Activate I-S Virtual Kiosks | Standard Configuration | Set Standard Domains | Search for Industrialists | Search for Hidden Domains

Standard Demonstration Mod

Search for Industrialists:

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Search for the Industrialists you wish to add to the list of Industrialists allowed to install Industry-Specific Virtual Kiosks. You can search by Name, City, State, Zip/Postal Code and Country. Click Search to initiate the Industrialist search.

Industrialist Name:	<input type="text"/>
City:	<input type="text"/>
State:	<input type="button" value="▼"/>
Zip/Postal Code:	<input type="text"/>
Country:	United States <input type="button" value="▼"/>

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FIG. 49 H3

Brandkey  

Control Panel for Generating Industry-Specific (I-S) Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The following Industrialists matched your search criteria. Check the Add Industrialist to add the Industrialist to the list of Industrialists allowed to install your Industry-Specific Virtual Kiosks. Click Next to save your changes. Click Back to redo your search.

Industrialist Name	City	State	Zip/Postal Code	Country	Add Industrialist
Industrialist Name	Norwalk	Connecticut	06803	United States	<input type="checkbox"/>
Industrialist Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	New York	New York	06903	United States	<input type="checkbox"/>
Industrialist Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>

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FIG. 49 144

Brandkey  

Control Panel for Generating Industry-Specific (I-S) Virtual Kiosks

Configure I-S Virtual Kiosks	Create I-S Virtual Kiosks	Modify I-S Virtual Kiosks	Deploy I-S Virtual Kiosks	Activate I-S Virtual Kiosks
Set Standard Configuration	Set Allowed Industrial Domains	Set Forbidden Domains		

Standard Demonstration Mode

Set Forbidden Domains:

Client Account: DISNEY	client Account No: 7145001	User Name: John Smith
------------------------	----------------------------	-----------------------

You have chosen to **Forbid** the following Domains from launching your Industry-Specific Virtual Kiosks. If you wish to remove a Domain from the list, uncheck the **Forbidden** checkbox. Click Next to save your changes. Click Add Domain to add another Domain to the Forbidden Domains List.

Domain Name

Domain Name 1

Domain Name 2

Domain Name 3

Domain Name 4

Domain Name 5

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Back **Add Domain** **Finish**

FIG. 49H5

Brandkey
deliver

Control Panel for Generating Industry-Specific (I-S) Virtual Kiosks

Configure I-S Virtual Kiosks | Create I-S Virtual Kiosks | Modify I-S Virtual Kiosks | Deploy I-S Virtual Kiosks | Activate I-S Virtual Kiosks

Set Standard Configuration | [Allow Allowed Industrial Domains](#) | [Add Forbidden Domains](#)

Standard Demonstration Mode

Add Forbidden Domain

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Enter the Root Domain Name you wish to add to the Forbidden Domain List and click Next to save it to the list. The Root Domain name is the basic Domain Name of the site you wish to block, e.g.: www.mystore.com.

Root Domain Name:

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FIG. 49 H 6

Brandkey
deliver

Configure I-S Virtual Kiosks	Create I-S Virtual Kiosks	Modify I-S Virtual Kiosks	Deploy I-S Virtual Kiosks	Activate I-S Virtual Kiosks
Set Virtual Kiosk Display Mode	Search for Brands	Name Virtual Kiosk	Customize Virtual Kiosk	Confirm Virtual Kiosk Creation
Set Industry-Specific Virtual Kiosk Display Mode				

Standard Demonstration Mod

Set Industry-Specific Virtual Kiosk Display Mode

Client Account: DISNEY | Client Account No: 7145001

User Name: John Smith

Please select the display mode that will be assigned to the Industrialist-Specific Virtual Kiosks you will be creating in this section:

- Tri-Mode Display featuring Promotional Spots + Advertising Spots + the Brand Information Network
- Dual-Mode Display featuring Advertising Spots + the Brand Information Network
- Single-Mode Display featuring the Brand Information Network

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FIG. 49 II 1

Brandkey [REDACTED] **deliver**

Configure I-S Virtual Kiosks | Create I-S Virtual Kiosks | Modify I-S Virtual Kiosks | Deploy I-S Virtual Kiosks | Activate I-S Virtual Kiosks |

Set Virtual Kiosk Display Mode | Search for Brand Entities | Select Brands | Name Virtual Kiosk | Customize Virtual Kiosk | Confirm Virtual Kiosk Creation |

Standard Demonstration Mode

Search for Brand Entities

Client Account No: 7145001 | User Name: John Smith

Client Account: DISNEY

Search for the Brand Entities to add to the Industry-Specific Virtual Kiosk. The Products associated with the selected Brand Entities will appear in the Industry-Specific Virtual Kiosk. You may search by the Trade Mark, Product Descriptor or Brand Entity Name. Enter the search criteria in the textbox, select the parameters from the dropdown list and click the Search button to initiate the Brand Entity Search.

Search Criteria:

By: Trademark

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FIG. 49 I 2

Brandkey™ deliver

Control Panel for Generating Industry-Specific (I-S) Virtual Kiosks

Configure I-S Virtual Kiosks | Create I-S Virtual Kiosks | Modify I-S Virtual Kiosks | Deploy I-S Virtual Kiosks | Activate I-S Virtual Kiosks | Set Virtual Kiosk Display Mode | Search for Brand | Select Brand | Add Brand | Name Virtual Kiosk | Customize Virtual Kiosk | Confirm Virtual Kiosk Creation | Standard Demonstration Mode

Select Brand Entities

<input checked="" type="checkbox"/> Client Account: DISNEY	User Name: John Smith
--	-----------------------

Select the Brand Entities to add to the Industrialist-Specific Virtual Kiosks.

Brand Entity	Brand Entity Owner	No. of Products	Add to Kiosk
Here will go the brand entity	Here will go the brand entity owner	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand entity owner	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand entity owner	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand entity owner	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand entity owner	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand entity owner	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand entity owner	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand entity owner	Here will go the No. of products	<input type="checkbox"/>

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Back**Next**

FIG. 4/9 I 3

Brandkey™
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Control Panel for Generating Industry-Specific (I-S) Virtual Kiosks

Configure I-S Virtual Kiosks	Create I-S Virtual Kiosks	Modify I-S Virtual Kiosks	Deploy I-S Virtual Kiosks	Activate I-S Virtual Kiosks
Set Virtual Kiosk Display Mode	Search for Brands	Select Brands	Name Virtual Kiosk	Customize Virtual Kiosk
Set Virtual Kiosk Display Mode	Search for Brands	Select Brands	Name Virtual Kiosk	Customize Virtual Kiosk
Set Virtual Kiosk Display Mode	Search for Brands	Select Brands	Name Virtual Kiosk	Customize Virtual Kiosk

Standard Demonstration Mode

Name Industry-Specific Virtual Kiosk:

Client Account No: 7145001	User Name: John Smith
----------------------------	-----------------------

Name the Industrialist-Specific Virtual Kiosk you have just created.

Virtual Kiosk ID
Here will go the virtual kiosk ID

Virtual Kiosk Name
[Redacted]

Vendor
Here will go the vendor

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Back**Next**

FIG. 49 I.4

Brandkey™

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Control Panel for Generating Industry-Specific (I-S) Virtual Kiosks

Configure I-S Virtual Kiosks	Create I-S Virtual Kiosks	Modify I-S Virtual Kiosks	Deploy I-S Virtual Kiosks	Activate I-S Virtual Kiosks
Set Virtual Kiosk Display Mode	Search for Brands	Select Brands	Name Virtual Kiosk	Confirm Virtual Kiosk Creation

Standard Demonstration Mode

Customize Industry-Specific Virtual Kiosk

Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
------------------------	----------------------------	-----------------------

Select the Virtual Kiosk you wish to customize by clicking on the Virtual Kiosk Name. When you have finished Customizing the Industry-Specific Virtual Kiosk click the Next button.

Service-Provider-Specific Virtual Kiosk Name

Trek® Cycles 2002

09890-0989

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FIG. 49 TS

http://www.brandkeysystems.com/bk-deliver/m-launch_industrialist-create-s.html
<file:///E:/www/www.brandkeysystems.com/bk-deliver/HTAPeex62ej8iy.htm>

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xyD



Brandkey

deliver

Configure I-S Virtual Kiosks | Create I-S Virtual Kiosks | Modify I-S Virtual Kiosks | Deploy I-S Virtual Kiosks | Activate I-S Virtual Kiosks | Set Virtual Kiosk Display Mode | Search for Data | Sales & Brands | Create Virtual Kiosk | Custom Virtual Kiosk | Confirm Virtual Kiosk Creation

Customize Industry-Specific Virtual Kiosk

Client Account: **DISNEY**

Client Account No: **7145001**

Customize your Industry-Specific Virtual Kiosk by selecting the desired Customization Options. Click Preview to preview the appearance of the customized Industry-Specific Virtual Kiosk. Click Confirm to confirm the changes. Click Cancel to cancel your changes.

Customization Options

Industry Logo: [Browse](#)

Geometric Layout: square

Surface Texture: Black

Surface Color: Black

Button Style Set: square

Button Color Set: Black



[Preview](#)

[Confirm](#)

FIG. 49 I 6

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FIG. 49IT7



Control Panel for Generating Industry-Specific (I-S) Virtual Kiosks

Configure I-S Virtual Kiosks	Create I-S Virtual Kiosks	Modify I-S Virtual Kiosks	Deploy I-S Virtual Kiosks	Activate I-S Virtual Kiosks
Set Virtual Kiosk Display Mode	Select Brand	Name Virtual Kiosk	Customize Virtual Kiosk	Community Virtual Kiosk Configuration

Standard Demonstration Mod

Confirm Creation of Industry-Specific Virtual Kiosk

Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
------------------------	----------------------------	-----------------------

Congratulations, you have created the following Industry-Specific Virtual Kiosks, you can now Modify or Deploy these Industry-Specific Virtual Kiosks.

Industry-Specific Virtual Kiosk Name

Here will go the description of the product.
Here will go the description of the product.

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Fig. 49 T 8



Control Panel for Generating Industry-Specific (I-S) Virtual Kiosks

Configure I-S Virtual Kiosks	Create I-S Virtual Kiosks	Modify I-S Virtual Kiosks
Select Virtual Kiosk	Modify Virtual Kiosk	

Select the Industry-Specific Virtual Kiosk

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

Select the Industry-Specific Virtual Kiosks you wish to modify by clicking on the Virtual Kiosk ID Number.

Virtual Kiosk ID Number	Store Location	Virtual Kiosk Name	Deployed	Active
9909930-00939	Here will go the store location	Virtual Kiosk name	✓	✓
9909930-00939	Here will go the store location	Virtual Kiosk name	✓	✓
9909930-00939	Here will go the store location	Virtual Kiosk name	✓	✗
9909930-00939	Here will go the store location	Virtual Kiosk name	✓	✓
9909930-00939	Here will go the store location	Virtual Kiosk name	✓	✗

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Standard Demonstration Mode

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FIG. 49 J 1



Configure I-S Virtual Kiosks | Create I-S Virtual Kiosks | Modify I-S Virtual Kiosks | Deploy I-S Virtual Kiosks | Activate I-S Virtual Kiosks

Select Virtual Kiosk | Modify Virtual Kiosk | Delete this Kiosk

Control Panel for Generating Industry-Specific (I-S) Virtual Kiosks

Modify the Industry-Specific Virtual Kiosk

Client Account: DISNEY

Client Account No: 7145001

Update the information for the selected Virtual Kiosk. Click Update to save your changes. Click Update Brands to update the list of Brand Entities associated with the selected Virtual Kiosk.

Virtual Kiosk Serial Number: 09009876-09

Virtual Kiosk Name:

Display Mode:

- Tri-Mode Display comprising: Advertising Spot Display Mode, Promotional Spot Display Mode, and Brand Information Network Display Mode
- Dual-Mode Display comprising: Advertising Spot Display Mode, and Brand Information Network Display Mode

Uni-Mode Display comprising: Brand Information Network Display Mode

Allow Consumer Installation: Yes No

Virtual Kiosk Status: Deployed-Activated

Delete this Kiosk

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Standard Demonstration Mod

Back Update Update Brands

FIG. 49 JZ

**Standard Demonstration Mode****Modify the Industry-Specific Virtual Kiosk**

Client Account:
DISNEY

Client Account No:
7145001

User Name:
John Smith

The Industry-Specific Virtual Kiosk [Name] has been modified. Please review and confirm your modifications. If any information is not correct then click Edit to correct and update. Click Update Brands to update the list of Brand Entities associated with the selected Virtual Kiosk.

Virtual Kiosk Serial Number:
09009876-09

Virtual Kiosk Name:
Virtual Kiosk Name

Virtual Kiosk Mode:
Promo-Spot Display Mode

Allow Retailer Installation:
Yes

Allow Industrialist Installation:
No

Allow Consumer Installation:
Yes

Virtual Kiosk Status:
Deployed-Activated

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Edit
 Update Brands
 Confirm

FIG. 49 J3



Control Panel for Generating Industry-Specific (I-S) Virtual Kiosks

Configure I-S Virtual Kiosks	Create I-S Virtual Kiosks	Modify I-S Virtual Kiosks	Deploy I-S Virtual Kiosks	Activate I-S Virtual Kiosks
Select Virtual Kiosk	Virtual Kiosk Configuration			

Standard Demonstration Mode

[Edit Brand Entities](#)

Client Account No: 7145001

User Name: John Smith

Please review the list of Brand Entities assigned to the Industry-Specific Virtual Kiosks. To remove an associated Brand Entity from the Virtual Kiosk, simply uncheck the Active checkbox. To add new Brand Entities to the Virtual Kiosk list, click the Add Brands button. If you do not wish to add any more, click Finish to confirm the Virtual Kiosk Brand Entity list.

Brand Entity Name	Brand Entity Owner	Trade Mark (TM)	Product Descriptor (PD)	Selected
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input checked="" type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input checked="" type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input checked="" type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input checked="" type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input checked="" type="checkbox"/>

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[Add Brand](#)

[Finish](#)

F/G. 49 J4

Brandkey™ • deliver

Configure I-S Virtual Kiosks | Create I-S Virtual Kiosks | Modify I-S Virtual Kiosks | Deploy I-S Virtual Kiosks | Activate I-S Virtual Kiosks |

Select Virtual Kiosk | Scan Virtual Kiosk |

Control Panel for Generating Industry Specific (I-S) Virtual Kiosks

Standard Demonstration Mode

Search for Brand Entities:

Client Account No: 7145001 | User Name: John Smith

Client Account: Disney

Search for the Brand Entities to add to the Industry-Specific Virtual Kiosks. You may search by the Trade Mark, Product Descriptor or Brand Entity Name. Enter the search criteria in the textbox, select the parameters from the dropdown list and click the Search button to initiate the Brand Entity search.

Search for:

By: TM

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FIG. 49 J5

Brandkey™

deliver

Configure I-S Virtual Kiosks	Create I-S Virtual Kiosks	Modify I-S Virtual Kiosks
Select Virtual Kiosk	Select Virtual Kiosk	Select Virtual Kiosk

Standard Demonstration Mod**Select Brand Entities**

Client Account: DISNEY

Client Account No: 7145001

Select the Brand Entities to add to the Industrialist-Specific Virtual Kiosks.

Brand Entity Name	Brand Entity Owner	Trade Mark (TM)	Product Descriptor (PD)	Add to Kiosk
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input type="checkbox"/>

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Next

F/G. 49 J6



Control Panel for Generating Industry-Specific (I-S) Virtual Kiosks												
Configure I-S Virtual Kiosks	Create I-S Virtual Kiosks	Modify I-S Virtual Kiosks	Deploy I-S Virtual Kiosks									
Select Virtual Kiosk	Generate I-S Virtual Kiosk	Activate I-S Virtual Kiosks										
Standard Demonstration Mode												
Confirm Virtual Kiosk Modification <hr/> <table border="1"> <tr> <td><input checked="" type="checkbox"/> Client Account: DISNEY</td> <td>Client Account No: 7145001</td> <td>User Name: John Smith</td> </tr> <tr> <td>ID: 0944930-9388399</td> <td colspan="2"></td> </tr> <tr> <td>Mode: Ad-Spot Display Mode</td> <td colspan="2"></td> </tr> </table> <p>Industry-Specific Virtual Kiosk has been modified. Please review and confirm the information below. If any information is not correct then click Edit to correct and update.</p> <p>Name: Name goes here</p> <p>ID: 0944930-9388399</p> <p>Mode: Ad-Spot Display Mode</p>				<input checked="" type="checkbox"/> Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith	ID: 0944930-9388399			Mode: Ad-Spot Display Mode		
<input checked="" type="checkbox"/> Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith										
ID: 0944930-9388399												
Mode: Ad-Spot Display Mode												

Confirm Virtual Kiosk Modification

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

ID: 0944930-9388399

Mode: Ad-Spot Display Mode

Industry-Specific Virtual Kiosk has been modified. Please review and confirm the information below. If any information is not correct then click Edit to correct and update.

Name: Name goes here

ID: 0944930-9388399

Mode: Ad-Spot Display Mode

List of Brand Entities

Brand Entity Name	Brand Entity Owner	Trade Mark (TM)	Product Descriptor (PD)
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.

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FIG. 49 J7

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Configure I-S Virtual Kiosks	Create I-S Virtual Kiosks	Modify I-S Virtual Kiosks	Deploy I-S Virtual Kiosks	Activate I-S Virtual Kiosks
Select Virtual Kiosk				

Select Launch Environment:

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Industry-Specific Virtual Kiosk can be Deployed to Launch from one of four different Environments:

- An HTML-Encoded Brandkey(TM) Button for launching the Industry-Specific Virtual Kiosk from any web page once the Brandkey(TM) Button and its accompanying Virtual Kiosk Tag have been installed in the page.
- An HTML-Encoded Document for launching the Industry-Specific Virtual Kiosk from a Word or PDF Document once the Document containing its Virtual Kiosk Tag have been downloaded.
- An HTML-Encoded Image for launching the Industry-Specific Virtual Kiosk from any web page once the Image and its accompanying Virtual Kiosk Tag have been installed in the page.
- An HTML-Encoded Desktop Icon for launching the Industry-Specific Virtual Kiosk from any Computer Desktop once the Desktop Icon containing its Virtual Kiosk Tag has been installed on the Computer Desktop.

Select the Environment from which the selected Industry-Specific Virtual Kiosks will be launched:

- HTML-Encoded Brandkey (TM) Button
- HTML-Encoded Document
- HTML-Encoded Image
- HTML-Encoded Desktop Icon

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FIG. 49 K1

Control Panel for Generating Industry-Specific (I-S) Virtual Kiosks				
Configure I-S Virtual Kiosks	Create I-S Virtual Kiosks	Modify I-S Virtual Kiosks	Deploy I-S Virtual Kiosks	Activate I-S Virtual Kiosks
Select Virtual Kiosk	Select Virtual Kiosk	Select Virtual Kiosk	Select Virtual Kiosk	Select Virtual Kiosk

Standard Demonstration Mode

Brandkey™

Configure I-S Virtual Kiosks < Create I-S Virtual Kiosks | Modify I-S Virtual Kiosks | Deploy I-S Virtual Kiosks | Activate I-S Virtual Kiosks | Standard Demonstration Mod

Select Industry-Specific Virtual Kiosks

Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
------------------------	----------------------------	-----------------------

Select the Industry-Specific Virtual Kiosk(s) you wish to deploy.

Virtual Kiosk ID	Industry-Specific Virtual Kiosk Name	Deploy
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>

◀◀ | ▲ Back 1 2 3 4 5 Next ▶▶

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Control Panel for Generating Industry-Specific (I-S) Virtual Kiosks

Select Industry-Specific Virtual Kiosks

Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
------------------------	----------------------------	-----------------------

Select the Industry-Specific Virtual Kiosk(s) you wish to deploy.

Virtual Kiosk ID	Industry-Specific Virtual Kiosk Name	Deploy
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>
9909930-00939	Here will go the description of the retailer.	<input type="radio"/>

◀◀ | ▲ Back 1 2 3 4 5 Next ▶▶

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FIG. 49 K 2

Brandkey 

deliver

Configure I-S Virtual Kiosks	Create I-S Virtual Kiosks	Modify I-S Virtual Kiosks
Specify Virtual Kiosks	Select Virtual Kiosks	Deploy Virtual Kiosks

Control Panel for Generating Industry-Specific (I-S) Virtual Kiosks

Standard Demonstration Mode**Select Industry-Specific Virtual Kiosk Languages**

Client Account: DISNEY

Client Account No: 7145001

Select the languages in which you wish to deploy the configured Virtual Kiosks.

Language	Selected	Language	Selected
English	<input type="checkbox"/>	Austrian	<input checked="" type="checkbox"/>
Spanish	<input checked="" type="checkbox"/>	Brazilian	<input type="checkbox"/>
French	<input type="checkbox"/>	Canadian French	<input type="checkbox"/>
German	<input type="checkbox"/>	Catalan	<input type="checkbox"/>
Japanese	<input type="checkbox"/>	Finnish	<input type="checkbox"/>
Dutch	<input type="checkbox"/>	Norwegian	<input type="checkbox"/>
Italian	<input type="checkbox"/>	Portuguese	<input type="checkbox"/>
Chinese	<input type="checkbox"/>	Swedish	<input type="checkbox"/>
Danish	<input type="checkbox"/>		

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Back**Next***FIG. 49K3A*

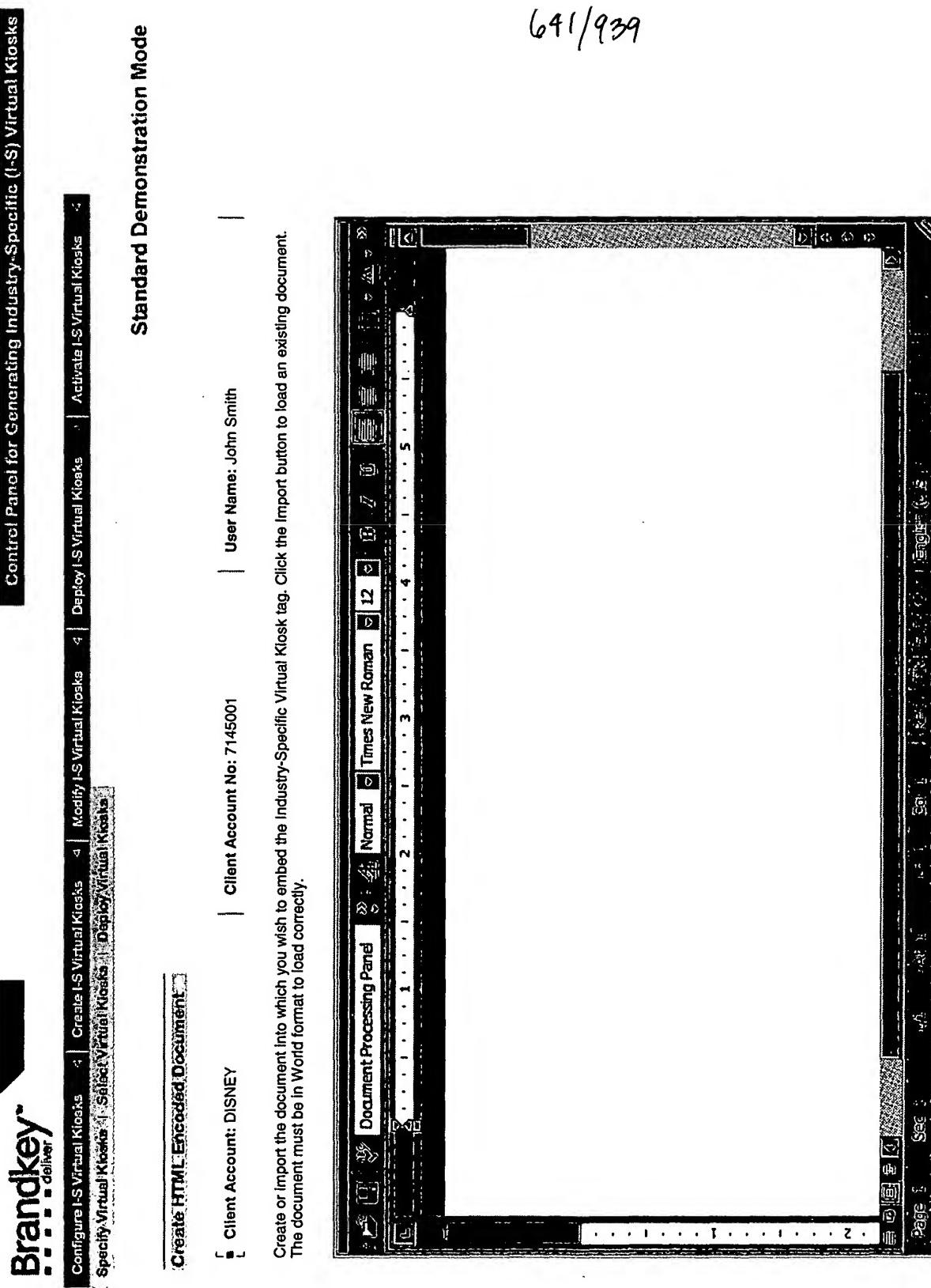


FIG. 49 K 3B

http://www.brandkeysystems.com/bk_deliver/m_launch_industrialist_deploy-2c.html



[Back] [Import] [Create HTML-Embedded Document]

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FIG. 491<3C

http://www.brandkeysystems.com/bk_deliver/m_launch_industrialist_deploy-2c.html

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Brandkey
deliver

Configure I-S Virtual Kiosks | Create I-S Virtual Kiosks | Modify I-S Virtual Kiosks | Deploy I-S Virtual Kiosks | Activate I-S Virtual Kiosks
Specify Virtual Kiosks | Select Virtual Kiosks | Deploy Virtual Kiosks

Contract Panel for Generating Industry-Specific (I-S) Virtual Kiosks

Standard Demonstration Mode

Select HTML Encoded Document Format

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The HTML-Embedded document has been saved. Please select the format of the HTML-Embedded document you wish to deploy to the Brandkey Systems Web Server.

Microsoft Word Document format

Adobe PDF Document format

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Fig. 49 K3D

Brandkey
deliver

Configure I-S Virtual Kiosks | Create I-S Virtual Kiosks | Modify I-S Virtual Kiosks | Deploy I-S Virtual Kiosks | Activate I-S Virtual Kiosks
Specify Virtual Kiosk | Select Industry-Specific Virtual Kiosk

Control Panel for Generating Industry-Specific (I-S) Virtual Kiosks

Select Industry-Specific Virtual Kiosk

Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
------------------------	----------------------------	-----------------------

Select the Industry-Specific Virtual Kiosk(s) you wish to deploy.

Select Industry-Specific Virtual Kiosk

Virtual Kiosk ID
9909930-00939
9909930-00939
9909930-00939
9909930-00939
9909930-00939

Industry-Specific Virtual Kiosk Name
Here will go the description of the retailer.

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FIG. 49 K 3E

Brandkey deliver

Control Panel for Generating Industry-Specific (I-S) Virtual Kiosks

Configure I-S Virtual Kiosks	Create I-S Virtual Kiosks	Modify I-S Virtual Kiosks	Deploy I-S Virtual Kiosks	Activate I-S Virtual Kiosks
Create Virtual Kiosk	Deploy Virtual Kiosks			

Select Industry-Specific Virtual Kiosk Languages

Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
------------------------	----------------------------	-----------------------

Select the languages in which you wish to deploy the configured Virtual Kiosks.

Language	Selected	Language	Selected
English	<input type="checkbox"/>	Austrian	<input checked="" type="checkbox"/>
Spanish	<input checked="" type="checkbox"/>	Brazilian	<input checked="" type="checkbox"/>
French	<input checked="" type="checkbox"/>	Canadian French	<input checked="" type="checkbox"/>
German	<input checked="" type="checkbox"/>	Catalan	<input checked="" type="checkbox"/>
Japanese	<input checked="" type="checkbox"/>	Finnish	<input checked="" type="checkbox"/>
Dutch	<input checked="" type="checkbox"/>	Norwegian	<input checked="" type="checkbox"/>
Italian	<input checked="" type="checkbox"/>	Portuguese	<input checked="" type="checkbox"/>
Chinese	<input checked="" type="checkbox"/>	Swedish	<input checked="" type="checkbox"/>
Danish	<input checked="" type="checkbox"/>		

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FIG. 49 K3F



Configure I-S Virtual Kiosks	Create I-S Virtual Kiosks
Select Virtual Kiosks	Modify I-S Virtual Kiosks
Deploy Virtual Kiosks	Activate I-S Virtual Kiosks

Standard Demonstration Mode

Upload Images for HTML-Encoded Image

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the image to upload that you wish to use as the base image for the HTML-Encoded Image you wish to create.

Base Image:

Previous

Next

Select the image to upload that you wish to use as the secondary image to place on top of the base image for the HTML-Encoded Image you wish to create.

Secondary Image:

Previous

Next

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Back

Next

FIG. 49 1<39

Brandkey™
deliver

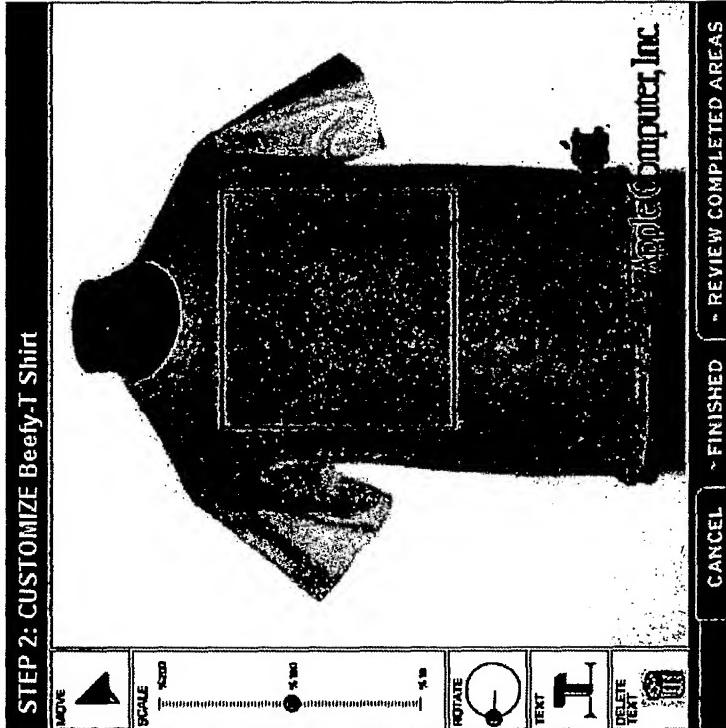
Configure I-S Virtual Kiosks | Create I-S Virtual Kiosks | Modify I-S Virtual Kiosks | Deploy I-S Virtual Kiosks | Activate I-S Virtual Kiosks

Select Virtual Kiosks | Deploy Virtual Kiosks

Create HTML-Encoded Image

Client Account: DISNEY

Use the window below to format your new image which shall be used in the HTML-Encoded Image you wish to create. You may resize both the images if you wish. The Secondary Image shall always appear on top of the Base Image.



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FIG. 49 K3H

http://www.brandkeysystems.com/bk_deliver/m_launch_industrialist_deploy-3d.html

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FIG. 49 K3T



Configure I-S Virtual Kiosks | Create I-S Virtual Kiosks | Modify I-S Virtual Kiosks | Deploy I-S Virtual Kiosks | Activate I-S Virtual Kiosks
Standard Demonstration Mod

Select HTML Encoded Image Area

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The image you created is shown below. Please specify the area over which the consumer will click to launch the Industry-Specific Virtual Kiosk.

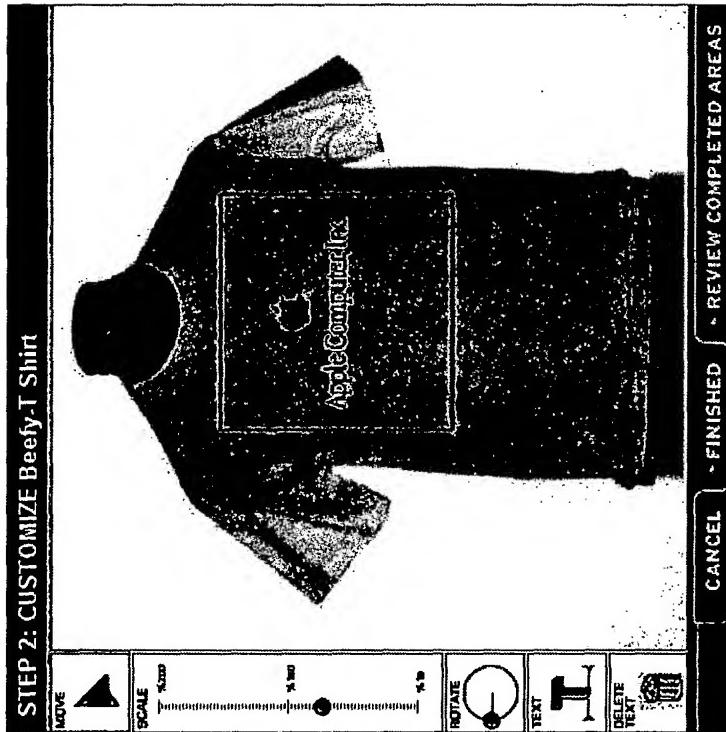


FIG. 49 1<3'5

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FIG. 49 K3 K

Brandkey
deliver

Configure I-S Virtual Kiosks	Create I-S Virtual Kiosks	Modify I-S Virtual Kiosks	Deploy I-S Virtual Kiosks	Activate I-S Virtual Kiosks
Select Virtual Kiosk(s)				

Select Industry-Specific Virtual Kiosk(s)

Client Account: DISNEY

Client Account No: 7145001

Select the Industry-Specific Virtual Kiosk(s) you wish to deploy.

Virtual Kiosk ID

9909930-00939

9909930-00939

9909930-00939

9909930-00939

9909930-00939

9909930-00939

Industry-Specific Virtual Kiosk Name

Here will go the description of the retailer.

Deploy

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Back **Next**

FIG. 49 K3L

Brandkey®
deliver

Configure I-S Virtual Kiosks | Create I-S Virtual Kiosks | Modify I-S Virtual Kiosks | Deploy I-S Virtual Kiosks | Activate I-S Virtual Kiosks
Specify Virtual Kiosks | Select New Kiosks | Deploy Virtual Kiosks

Select Industry-Specific Virtual Kiosk Languages

Client Account: DISNEY | Client Account No: 7145001

Select the languages in which you wish to deploy the configured Virtual Kiosks.

Language	Selected	Language	Selected
English	<input type="checkbox"/>	Austrian	<input checked="" type="checkbox"/>
Spanish	<input checked="" type="checkbox"/>	Brazilian	<input type="checkbox"/>
French	<input checked="" type="checkbox"/>	Canadian French	<input type="checkbox"/>
German	<input checked="" type="checkbox"/>	Catalan	<input type="checkbox"/>
Japanese	<input checked="" type="checkbox"/>	Finnish	<input type="checkbox"/>
Dutch	<input checked="" type="checkbox"/>	Norwegian	<input type="checkbox"/>
Italian	<input checked="" type="checkbox"/>	Portuguese	<input type="checkbox"/>
Chinese	<input checked="" type="checkbox"/>	Swedish	<input type="checkbox"/>
Danish	<input type="checkbox"/>		

Control Panel for Generating Industry-Specific (I-S) Virtual Kiosks

Create I-S Virtual Kiosks | Modify I-S Virtual Kiosks | Deploy I-S Virtual Kiosks | Activate I-S Virtual Kiosks
Specify Virtual Kiosks | Select New Kiosks | Deploy Virtual Kiosks

Standard Demonstration Mode

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User Name: John Smith



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Fig. 49 K3m



Control Panel for Generating Industry-Specific (-S) Virtual Kiosks

Configure I-S Virtual Kiosks Create I-S Virtual Kiosks Modify I-S Virtual Kiosks Deploy I-S Virtual Kiosks Activate I-S Virtual Kiosks

Specific Virtual Kiosks Standard Virtual Kiosks Advanced Virtual Kiosks

Standard Demonstration Mode

Upload Image for HTML-Encoded Desktop Icon

Client Account: DISNEY Client Account No: 7145001

Please Upload the Image you wish to use as the Icon for the HTML-Encoded Icon you wish to deploy.

Icon Image:

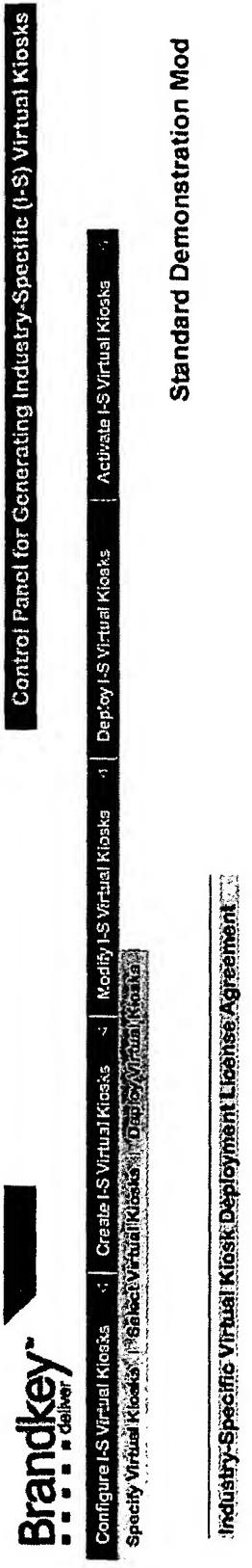
Browse...

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Back

Next

Fig. 49K3N



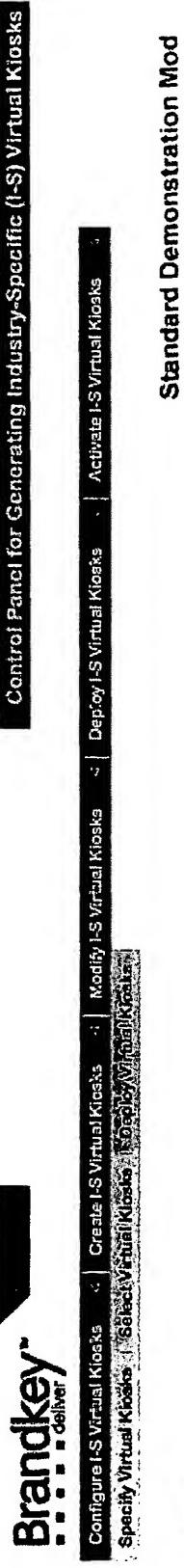
Standard Demonstration Mod

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Disagree

1

FIG. 49K4



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F1G. 49K5

Brandkey
deliver

Control Panel for Generating Industry-Specific (I-S) Virtual Kiosks

Configure I-S Virtual Kiosks	Create I-S Virtual Kiosks	Modify I-S Virtual Kiosks	Deploy I-S Virtual Kiosks	Activate I-S Virtual Kiosks
------------------------------	---------------------------	---------------------------	---------------------------	-----------------------------

Control Panel for Activating Industry-Specific Virtual Kiosks

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The Virtual Kiosks below have been deployed. You can activate any of the Virtual Kiosk by checking the Active field for that Virtual Kiosk. To deactivate any Virtual Kiosk simply uncheck the Active field for the Virtual Kiosk. Click Update to save the changes.

Virtual Kiosk ID

Here will go the min

Here will go the product name

Virtual Kiosk Name

Here will go the product name

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◀◀ | ▲ Back 1 2 3 4 5 Next ▶▶ | ▶▶

Activate

FIG. 49 L 1



Control Panel for Generating Corporate-Specific Virtual Kiosks

Client Account: DISNEY

Client Account No: 7145001

Text: R.149

Standard Demonstration Mod

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FIG. 49M1



Control Panel for Generating Corporate-Specific (C-S) Virtual Kiosks

Configure C-S Virtual Kiosks	Create C-S Virtual Kiosks	Modify C-S Virtual Kiosks	Deploy C-S Virtual Kiosks	Activate C-S Virtual Kiosks
Set Standard Configuration	Set Address and Domain			

Set Standard Configuration

Client Account: DISNEY

Client Account No: 7145001

Do you wish to create a Corporate-Specific Virtual Kiosk for all registered products?

Yes No

Do you wish to allow for creation of custom Corporate-Specific Virtual Kiosks?

Yes No

By default do you wish to allow installation of Corporate-Specific Virtual Kiosks by Consumers?

Yes No

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Next

FIG. 49 N1

Brandkey  

Control Panel for Generating Corporate-Specific (C-S) Virtual Kiosks

Configure C-S Virtual Kiosks	Create C-S Virtual Kiosks	Modify C-S Virtual Kiosks	Deploy C-S Virtual Kiosks	Activate C-S Virtual Kiosks	Set Standard Configuration	Set Corporate Domains
--	---	---	---	---	--	---------------------------------------

Standard Demonstration Mode

Set Allowed Industrialists

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You have selected to allow the following Industrialists to install Corporate-Specific Virtual Kiosks you create. If you wish to remove an Industrialist from this list, then uncheck the Active checkbox next to their name. Click Next to save your changes. Click Add Industrialist to add additional Industrialist to this list.

Industrialist Name	City	State	Zip/Postal Code	Country	Active
Industrialist Name 1	City 1	State 1	Zip/Postal Code 1	Country 1	<input type="checkbox"/>
Industrialist Name 2	City 2	State 2	Zip/Postal Code 2	Country 2	<input type="checkbox"/>
Industrialist Name 3	City 3	State 3	Zip/Postal Code 3	Country 3	<input type="checkbox"/>
Industrialist Name 4	City 4	State 4	Zip/Postal Code 4	Country 4	<input type="checkbox"/>
Industrialist Name 5	City 5	State 5	Zip/Postal Code 5	Country 5	<input type="checkbox"/>

 |  Back 1 2 3 4 5 Next  

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 Back  Add Industrialist  Next

FIG. 49N2



Control Panel for Generating Corporate-Specific (C-S) Virtual Kiosks

Configure C-S Virtual Kiosks | Create C-S Virtual Kiosks | Modify C-S Virtual Kiosks | Deploy C-S Virtual Kiosks | Activate C-S Virtual Kiosks

Set Standard Configuration | Set Advanced Configuration | Search Industrial Domains

Search for Industrialist

Client Account: DISNEY

Client Account No: 7145001

Search for the Industrialist you wish to add to the list of Industrialist allowed to install Corporate-Specific Virtual Kiosks. You can search by Name, City, State, Zip/Postal Code and Country. Click Search to initiate the Industrialist search.

Industrialist Name:

City:

State: ▾

Zip/Postal Code:

Country: United States ▾

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Standard Demonstration Mode

Back

Search

FIG. 49N3



Configure C-S Virtual Kiosks | Create C-S Virtual Kiosks | Modify C-S Virtual Kiosks | Deploy C-S Virtual Kiosks | Activate C-S Virtual Kiosks
 Set Standard Configuration | Set Additional Domains | Set Additional Domains | Set Additional Domains | Set Additional Domains

Control Panel for Generating Corporate-Specific (C-S) Virtual Kiosks

Standard Demonstration ModSelect Industrialists

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The following Industrialists matched your search criteria. Check the Add corporate to add the industrialist to the list of industrialists allowed to install your Corporate-Specific Virtual Kiosks. Click Next to save your changes. Click Back to redo your search.

Industrialist Name	City	State	Zip/Postal Code	Country	Add Industrialist
Industrialist Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	New York	New York	06903	United States	<input type="checkbox"/>
Industrialist Name	Norwalk	Connecticut	06903	United States	<input type="checkbox"/>
Industrialist Name	Stamford	Connecticut	06903	United States	<input type="checkbox"/>

<| > | < Back **1 2 3 4 5** **Next ► | ►►**

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Next

f/G. 49N4



Control Panel for Generating Corporate-Specific (C-S) Virtual Kiosks

Configure C-S Virtual Kiosks	Create C-S Virtual Kiosks	Modify C-S Virtual Kiosks	Deploy C-S Virtual Kiosks	Activate C-S Virtual Kiosks
Set Standard Configuration	Set Allowed Domains			

Standard Demonstration Mod

Set Forbidden Domains...

<input checked="" type="checkbox"/> Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
--	----------------------------	-----------------------

You have chosen to Forbid the following Domains from launching your Corporate-Specific Virtual Kiosks. If you wish to remove a Domain from the list, uncheck the Forbidden checkbox. Click Next to save your changes. Click Add Domain to add another Domain to the Forbidden Domains List.

Domain Name

Domain Name 1

Domain Name 2

Domain Name 3

Domain Name 4

Domain Name 5

Forbidden**<|> | <|> Back****1 2 3 4 5****Next | >>**

Back: [Add Domain](#) [Finish](#)

FIG. 49 N5

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Brandkey®  deliver

Configure C-S Virtual Kiosks | Create C-S Virtual Kiosks | Modify C-S Virtual Kiosks | Deploy C-S Virtual Kiosks | Activate C-S Virtual Kiosks |

Set Standard Configuration | **Standard Configuration** | **Advanced Configuration** | **Root Domains** | **Forbidden Domains** | **Logout**

Standard Demonstration Mode

Add Forbidden Domain

Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
------------------------	----------------------------	-----------------------

Enter the Root Domain Name you wish to add to the Forbidden Domain List and click Next to save it to the list. The Root Domain name is the basic Domain Name of the site you wish to block, e.g.: www.mystore.com.

Root Domain Name:

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Back **Next**

Fig. 49N6



Control Panel for Generating Corporate-Specific (C-S) Virtual Kiosks

Configure C-S Virtual Kiosks	Create C-S Virtual Kiosks	Modify C-S Virtual Kiosks	Deploy C-S Virtual Kiosks	Activate C-S Virtual Kiosks
Set Virtual Kiosk Display Modes	Assign Brands	Name Virtual Kiosk	Customize Virtual Kiosk	Configure Virtual Kiosk Generation

Standard Demonstration Mod

Set Corporate-Specific Virtual Kiosk Display Mode

Client Account: DISNEY | Client Account No: 7145001

User Name: John Smith

Please select the display mode that will be assigned to the corporate-specific Virtual Kiosks you will be creating in this section:

- Tri-Mode Display featuring Promotional Spots + Advertising Spots + the Brand Information Network
- Dual-Mode Display featuring Advertising Spots + the Brand Information Network
- Single-Mode Display featuring the Brand Information Network

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Next

FIG. 49 OI



Configure C-S Virtual Kiosks	Create C-S Virtual Kiosks	Modify C-S Virtual Kiosks	Deploy C-S Virtual Kiosks	Activate C-S Virtual Kiosks
<input type="checkbox"/> Set Virtual Kiosk	<input type="checkbox"/> Create Virtual Kiosk	<input type="checkbox"/> Select Brands	<input type="checkbox"/> Name Virtual Kiosk	<input type="checkbox"/> Customize Virtual Kiosk
<input type="checkbox"/> Set Virtual Kiosk	<input type="checkbox"/> Create Virtual Kiosk	<input type="checkbox"/> Search by Criteria	<input type="checkbox"/> Search by Name	<input type="checkbox"/> Confirm Virtual Kiosk Creation

Control Panel for Generating Corporate-Specific (C-S) Virtual Kiosks

Standard Demonstration Mod

Search for Brand Entities

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

Search for the Brand Entities to add to the Corporate-Specific Virtual Kiosk. The Products associated with the selected Brand Entities will appear in the Corporate-Specific Virtual Kiosk. You may search by the Trade Mark, Product Descriptor or Brand Entity Name. Enter the search criteria in the textbox, select the parameters from the dropdown list and click the Search button to initiate the Brand Entity Search.

Search Criteria:

By: Trademark



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Back

Search

F1G. 4902

Brandkey®

Configure C-S Virtual Kiosks | Create C-S Virtual Kiosks | Modify C-S Virtual Kiosks | Deploy C-S Virtual Kiosks | Activate C-S Virtual Kiosks | Create Virtual Kiosk | Search Brand Entity | Select Brand Entity | Create Virtual Kiosk | Search Virtual Kiosk | Create Virtual Kiosk Creation

Select Brand Entities

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Brand Entities to add to the Corporate-Specific Virtual Kiosks.

Brand Entity	Brand Entity Owner	No. of Products	Add to Kiosk
Here will go the brand entity	Here will go the brand entity owner	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand entity owner	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand entity owner	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand entity owner	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand entity owner	Here will go the No. of products	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand entity owner	Here will go the No. of products	<input type="checkbox"/>

◀◀ | ◀ Back | 1 2 3 4 5 | Next ▶ ▶▶

Standard Demonstration Mod

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Next

FIG. 4903

Brandkey  

Central Panel for Generating Corporate-Specific (C-S) Virtual Kiosks

Configure C-S Virtual Kiosks	Create C-S Virtual Kiosks	Modify C-S Virtual Kiosks	Deploy C-S Virtual Kiosks	Activate C-S Virtual Kiosks
Set Virtual Kiosk Display Mode	Search for Brands	Select Brands	Name Virtual Kiosk	Customize Virtual Kiosk
Confirm Virtual Kiosk Creation				

Standard Demonstration Mod

Name Corporate-Specific Virtual Kiosk:

<input checked="" type="checkbox"/> Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
--	----------------------------	-----------------------

Name the Corporate-Specific Virtual Kiosk you have just created.

Virtual Kiosk ID
Here will go the virtual kiosk ID

Vendor
Here will go the vendor

Virtual Kiosk Name

Next ► | ▶▶

◀◀ | ◀ Back

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Back**Next**

FIG. 4904

Brandkey 

Configure C-S Virtual Kiosks < Create C-S Virtus. Kiosks | Modify C-S Virtual Kiosks | Deploy C-S Virtual Kiosks | Activate C-S Virtual Kiosks

Set Virtual Kiosk Display Mode | Search for Brands | Select Brands | Name Virtual Kiosk | Go To Next Step | Back | Confirm Virtual Kiosk Creation

Standard Demonstration Mod

Customize Corporate-Specific Virtual Kiosk

<input checked="" type="radio"/> Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
---	----------------------------	-----------------------

Select the Virtual Kiosk you wish to customize by clicking on the Virtual Kiosk Name. When you have finished Customizing the Corporate-Specific Virtual Kiosk click the Next button.

Corporate-Specific Virtual Kiosk Name
Trek® Cycles 2002
09890-0989

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Next

FIG. 4905

http://www.brandkeysystems.com/bk-deliver/m-launch-corporate_create-g.html
file:///www/brandkey/bk-deliver/m-launch-corporate_create-g.html

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Configure C-S Virtual Kiosks | Create C-S Virtual Kiosks | Modify C-S Virtual Kiosks | Deploy C-S Virtual Kiosks | Activate C-S Virtual Kiosks | Set Virtual Kiosk Display Modes | Set Virtual Kiosk Station Locations | Set Virtual Kiosk Names | Set Virtual Kiosk Colors | Set Virtual Kiosk Creation

Control Panel for Generating Corporate-Specific (C-S) Virtual Kiosks

Customize Corporate-Specific Virtual Kiosk

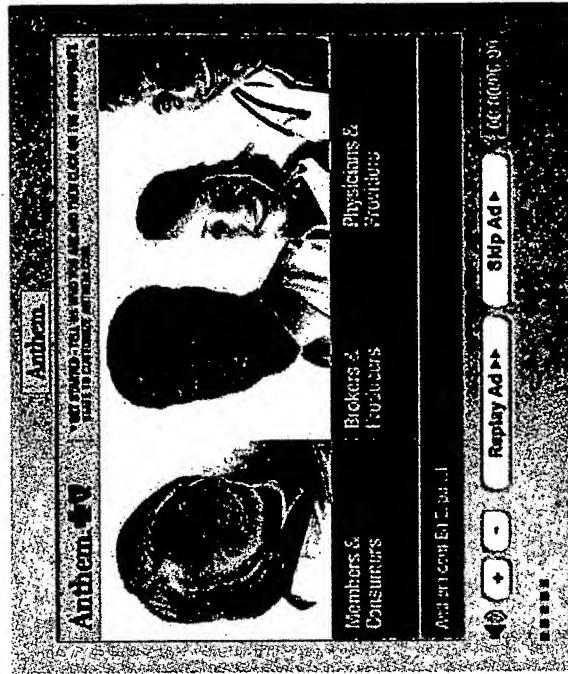
Client Account: DISNEY Client Account No: 7145001

Customize your Corporate-Specific Virtual Kiosk by selecting the desired Customization Options. Click Preview to preview the appearance of the customized Corporate-Specific Virtual Kiosk. Click Confirm to confirm the changes. Click Cancel to cancel your changes.

Customization Options

Corporate Logo:

Virtual Kiosk



Geometric Layout: square

Surface Texture: Black

Surface Color: Black

Button Style Set: square

Button Color Set: Black

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FIG. 4906

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Fig. 490.

Brandkey  deliver

Control Panel for Generating Corporate-Specific (C-S) Virtual Kiosks

Configure C-S Virtual Kiosks	Create C-S Virtual Kiosks	Modify C-S Virtual Kiosks	Deploy C-S Virtual Kiosks	Activate C-S Virtual Kiosks
Sat Virtual Kiosk Display Modes	Search for Brands	Search for Products	Name Virtual Kiosk	Customize Virtual Kiosk
Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith		

Confirm Creation of Corporate-Specific Virtual Kiosk:

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

Congratulations, you have created the following Corporate-Specific Virtual Kiosks; you can now Modify or Deploy these Corporate-Specific Virtual Kiosks.

Corporate-Specific Virtual Kiosk Serial Number
0900938-78383
0900938-78383
0900938-78383
0900938-78383
0900938-78383

Corporate-Specific Virtual Kiosk Name

Here will go the description of the product.
 Here will go the description of the product.

Standard Demonstration Mode

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FIG. 4908

Brandkey®

deliver

Control Panel for Generating Corporate-Specific (C-S) Virtual Kiosks

Configure C-S Virtual Kiosks | Create C-S Virtual Kiosks | Modify C-S Virtual Kiosks | Deploy C-S Virtual Kiosks | Activate C-S Virtual Kiosks

Select Virtual Kiosk ID Number to Modify Virtual Kiosk

Standard Demonstration Mod

Select the Corporate-Specific Virtual Kiosk

<input checked="" type="checkbox"/> Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
--	----------------------------	-----------------------

Select the Corporate-Specific Virtual Kiosks you wish to modify by clicking on the Virtual Kiosk ID Number.

Virtual Kiosks ID Number	Store Location	Virtual Kiosk Name	Deployed	Active
9909930-00939	Here will go the store location	Virtual Kiosk name	✓	✓
9909930-00939	Here will go the store location	Virtual Kiosk name	✓	✓
9909930-00939	Here will go the store location	Virtual Kiosk name	✓	✗
9909930-00939	Here will go the store location	Virtual Kiosk name	✓	✓
9909930-00939	Here will go the store location	Virtual Kiosk name	✓	✗

◀◀ | ▲ Back | 1 2 3 4 5 | Next ▶ ▶

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FIG. 49 P1

Brandkey[®]

Configure C-S Virtual Kiosks | Create C-S Virtual Kiosks | Modify C-S Virtual Kiosks | Deploy C-S Virtual Kiosks | Activate C-S Virtual Kiosks | Select Virtual Kiosk | Modify Virtual Kiosk

Control Panel for Generating Corporate-Specific (C-S) Virtual Kiosks

Modify the Corporate-Specific Virtual Kiosk

Client Account: DISNEY | **Client Account No.** 7145001 | **User Name:** John Smith

Update the information for the selected Virtual Kiosk. Click Update to save your changes. Click Update Brands to update the list of Brand Entities associated with the selected Virtual Kiosk.

Virtual Kiosk Serial Number: 09009876-09

Virtual Kiosk Name:

Display Mode:

- Tri-Mode Display comprising: Advertising Spot Display Mode, Promotional Spot Display Mode, and Brand Information Network Display Mode
- Dual-Mode Display comprising: Advertising Spot Display Mode, and Brand Information Network Display Mode

Uni-Mode Display comprising: Brand Information Network Display Mode

Allow Consumer Installation: Yes No

Virtual Kiosk Status: Deployed-Activated

Standard Demonstration Mode

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 FIG. 49 P2

Brandkey® deliver

Control Panel for Generating Corporate-Specific (C-S) Virtual Kiosks

Configure C-S Virtual Kiosks	Create C-S Virtual Kiosks	Modify C-S Virtual Kiosks	Deploy C-S Virtual Kiosks	Activate C-S Virtual Kiosks
Select Virtual Kiosk: <input type="text" value="674/939"/>				

Standard Demonstration Mode

Modify This Corporate-Specific Virtual Kiosk:

<input checked="" type="checkbox"/> Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
--	----------------------------	-----------------------

The Corporate-Specific Virtual Kiosk [Name] has been modified. Please review and confirm your modifications. If any information is not correct then click Edit to correct and update. Click Update Brands to update the list of Brand Entities associated with the selected Virtual Kiosk.

Virtual Kiosk Serial Number:	09009876-09
Virtual Kiosk Name:	Virtual Kiosk Name
Virtual Kiosk Mode:	Promo-Spot Display Mode
Allow Retailer Installation:	Yes
Allow Industrialist Installation:	No
Allow Consumer Installation:	Yes
Virtual Kiosk Status:	Deployed-Activated

674/939

FIG. 49P3

Brandkey®

Deliver

Configure C-S Virtual Kiosks	Create C-S Virtual Kiosks	Modify C-S Virtual Kiosks	Deploy C-S Virtual Kiosks	Activate C-S Virtual Kiosks
Select Virtual Kiosk	Virtual Kiosk ID: 00000000000000000000000000000000			

Edit Brand Entities

Central Panel for Generating Corporate-Specific (C-S) Virtual Kiosks

Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
------------------------	----------------------------	-----------------------

Please review the list of Brand Entities assigned to the Corporate-Specific Virtual Kiosks. To remove an associated Brand Entity from the Virtual Kiosk, simply uncheck the Active checkbox. To add new Brand Entities to the Virtual Kiosk list, click the Add Brands button. If you do not wish to add any more, click Finish to confirm the Virtual Kiosk Brand Entity list.

Brand Entity Name	Brand Entity Owner	Trade Mark (TM)	Product Descriptor (PD)	Selected
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input checked="" type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input checked="" type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input checked="" type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input checked="" type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input checked="" type="checkbox"/>

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Add Brand Finish

FIG. 49 P4

Brandkey deliver

Control Panel for Generating Corporate-Specific (C-S) Virtual Kiosks

Configure C-S Virtual Kiosks | Create C-S Virtual Kiosks | Modify C-S Virtual Kiosks | Deploy C-S Virtual Kiosks | Activate C-S Virtual Kiosks

Select Virtual Kiosk | **Modify Virtual Kiosk**

Standard Demonstration Mode

Search for Brand Entities:

<input checked="" type="checkbox"/> Client Account: DISNEY	<input type="checkbox"/> Client Account No: 7145001	<input type="checkbox"/> User Name: John Smith
--	---	--

Search for the Brand Entities to add to the Corporate-Specific Virtual Kiosks. You may search by the Trade Mark, Product Descriptor or Brand Entity Name. Enter the search criteria in the textbox, select the parameters from the dropdown list and click the Search button to initiate the Brand Entity search.

Search for:

By: TM 

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FIG. 49 #5



Configure C-S Virtual Kiosks | Create C-S Virtual Kiosks | Modify C-S Virtual Kiosks | Deploy C-S Virtual Kiosks | Activate C-S Virtual Kiosks

Select Virtual Kiosk | Modify Virtual Kiosk | Create Virtual Kiosk

Select Brand Entities

Client Account: DISNEY

Client Account No: 7145001

Select the Brand Entities to add to the Corporate-Specific Virtual Kiosks.

Brand Entity Name	Brand Entity Owner	Trade Mark (TM)	Product Descriptor (PD)	Add to Kiosk
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input type="checkbox"/>
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.	<input type="checkbox"/>

◀▶ | ◀ Back 1 2 3 4 5 Next ▶ | ▶▶

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Next

FIG. 49 P6



Control Panel for Generating Corporate-Specific (C-S) Virtual Kiosks

Configure C-S Virtual Kiosks	Create C-S Virtual Kiosks	Modify C-S Virtual Kiosks	Deploy C-S Virtual Kiosks	Activate C-S Virtual Kiosks
Select Virtual Kiosk	Launch Corporate Kiosk			

Standard Demonstration Mod

Confirm Virtual Kiosk Modification

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Corporate-Specific Virtual Kiosk has been modified. Please review and confirm the information below. If any information is not correct then click Edit to correct and update.

Name: Name goes here

ID: 0944930-9388399

Mode: Ad-Spot Display Mode

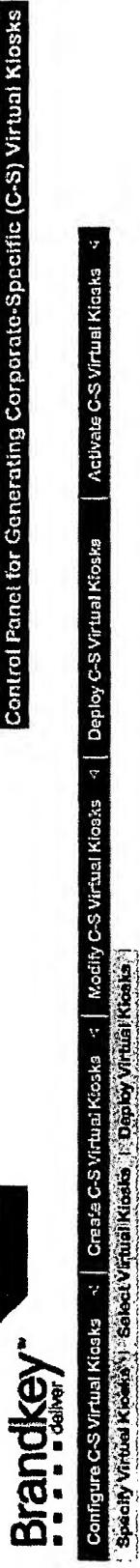
List of Brand Entities

Brand Entity Name	Brand Entity Owner	Trade Mark (TM)	Product Descriptor (PD)
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.
Here will go the Brand Entity	Here will go the Brand Entity Owner	Here will go the trade mark	Here will go the description of the product. Here will go the description of the product.

◀ ▶ | Back 1 2 3 4 5 Next ▶ | ▶▶

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F/G. 49 P7

Select Launch Environment:

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

Corporate-Specific Virtual Kiosk can be Deployed to Launch from one of four different Environments:

- An HTML-Encoded Brandkey(TM) Button for launching the Corporate-Specific Virtual Kiosk from any web page once the Brandkey(TM) Button and its accompanying Virtual Kiosk Tag have been installed in the page.
- An HTML-Encoded Document for launching the Corporate-Specific Virtual Kiosk from a Word or PDF Document once the Document containing its Virtual Kiosk Tag have been downloaded.
- An HTML-Encoded Image for launching the Corporate-Specific Virtual Kiosk from any web page once the Image and its accompanying Virtual Kiosk Tag have been installed in the page.
- An HTML-Encoded Desktop Icon for launching the Corporate-Specific Virtual Kiosk from any Computer Desktop once the Desktop Icon containing its Virtual Kiosk tag has been installed on the Computer Desktop.

Select the Environment from which the selected Corporate-Specific Virtual Kiosks will be launched:

- HTML-Encoded Brandkey (TM) Button
 HTML-Encoded Document
 HTML-Encoded Image
 HTML-Encoded Desktop Icon

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FIG. 49Q1

Brandkey
... deliver

Control Panel for Generating Corporate-Specific (C-S) Virtual Kiosks

Configure C-S Virtual Kiosks	Create C-S Virtual Kiosks	Modify C-S Virtual Kiosks	Deploy C-S Virtual Kiosks	Activate C-S Virtual Kiosks
Select Virtual Kiosk	Select Virtual Kiosk	Select Virtual Kiosk	Select Virtual Kiosk	Select Virtual Kiosk

Select Corporate-Specific Virtual Kiosks

Client Account: DISNEY Client Account No: 7145001

Select the Corporate-Specific Virtual Kiosk(s) you wish to deploy.

Virtual Kiosk ID

- 9909930-00939 Here will go the description of the retailer.
- 9909930-00939 Here will go the description of the retailer.
- 9909930-00939 Here will go the description of the retailer.
- 9909930-00939 Here will go the description of the retailer.
- 9909930-00939 Here will go the description of the retailer.

Corporate-Specific Virtual Kiosk Name

- Deploy
-
-
-
-

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Standard Demonstration Mod

User Name: John Smith

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Fig. 49 Q2



Configure C-S Virtual Kiosks	< >	Create C-S Virtual Kiosks	< >	Notify C-S Virtual Kiosks	< >	Deploy C-S Virtual Kiosks	< >	Activate C-S Virtual Kiosks	< >
Specify Virtual Kiosks	< >	Virtual Kiosks	< >	Virtual Kiosks	< >	Virtual Kiosks	< >	Virtual Kiosks	< >

Standard Demonstration Mod

Select Corporate-Specific Virtual Kiosk Languages.

Client Account: DISNEY | Client Account No: 7145001

Select the languages in which you wish to deploy the configured Virtual Kiosks.

Language	Selected	Language	Selected
English	<input type="checkbox"/>	Austrian	<input checked="" type="checkbox"/>
Spanish	<input checked="" type="checkbox"/>	Brazilian	<input checked="" type="checkbox"/>
French	<input checked="" type="checkbox"/>	Canadian French	<input checked="" type="checkbox"/>
German	<input checked="" type="checkbox"/>	Catalan	<input checked="" type="checkbox"/>
Japanese	<input checked="" type="checkbox"/>	Finnish	<input checked="" type="checkbox"/>
Dutch	<input checked="" type="checkbox"/>	Norwegian	<input checked="" type="checkbox"/>
Italian	<input checked="" type="checkbox"/>	Portuguese	<input checked="" type="checkbox"/>
Chinese	<input checked="" type="checkbox"/>	Swedish	<input checked="" type="checkbox"/>
Danish	<input checked="" type="checkbox"/>		

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Next

FIG. 49 Q3A

BrandkeyConfigure C-S Virtual Kiosks | Create C-S Virtual Kiosks | Modify C-S Virtual Kiosks | Deploy C-S Virtual Kiosks | Activate C-S Virtual Kiosks | Back | Next | [Specify Virtual Kiosks](#) | [Select Virtual Kiosks](#) | [Deploy Virtual Kiosks](#)

Control Panel for Generating Corporate-Specific (C-S) Virtual Kiosks

Standard Demonstration Mod

Upload Images for HTML-Encoded Image

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the image to upload that you wish to use as the base image for the HTML-Encoded Image you wish to create.

Base Image:

Browse...

Select the image to upload that you wish to use as the secondary image to place on top of the base image for the HTML-Encoded Image you wish to create.

Secondary Image:

Browse...

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Fig. 49 QQ 3B

http://www.brandkeysystems.com/bk_deliver/m_launch_corporate_deploy-3c.html

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Control panel for Generating Corporate-Specific (C-S) Virtual Kiosks

Configure C-S Virtual Kiosks	<	Create C-S Virtual Kiosks	<	Modify C-S Virtual Kiosks	<	Deploy C-S Virtual Kiosks	<	Activate C-S Virtual Kiosks	<
Select C-S Virtual Kiosks									

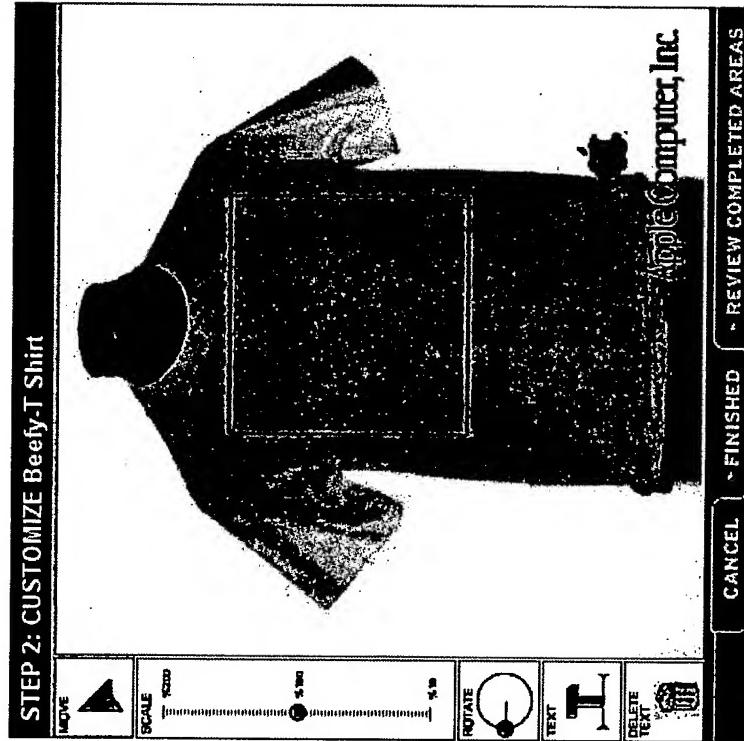
Standard Demonstration Mode

Create HTML Encoded Image

Client Account: DISNEY

User Name: John Smith

Use the window below to format your new image which shall be used in the HTML-Encoded Image you wish to create. You may resize both the images if you wish. The Secondary Image shall always appear on top of the Base Image.



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Fig. 49 & 3c

http://www.brandkeysystems.com/bk_deliver/m_launch_corporate_deploy_3d.html

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FIG. 49 Q 3D

http://www.brandkeysystems.com/bk_deliver/m_launch_corporate_deploy-3d.html

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Brandkey
deliver

Configure C-S Virtual Kiosks	Create C-S Virtual Kiosks	Modify C-S Virtual Kiosks	Deploy C-S Virtual Kiosks	Activate C-S Virtual Kiosks
Specify Virtual Kiosks	Create Virtual Kiosks	Deploy Virtual Kiosks	Activate Virtual Kiosks	Delete Virtual Kiosks

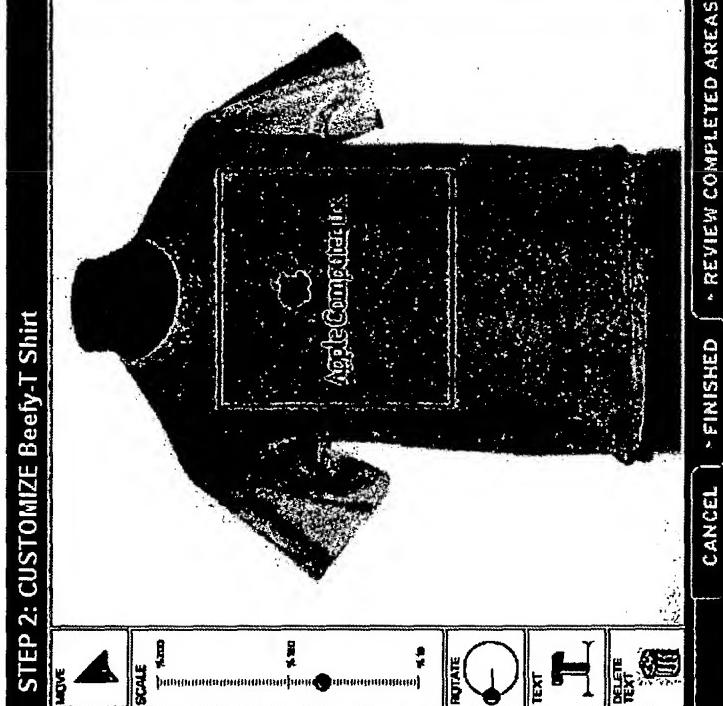
Select HTML Encoded Image Area

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The image you created is shown below. Please specify the area over which the consumer will click to launch the Corporate-Specific Virtual Kiosk.



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F1G. 49Q 3F



Control Panel for Generating Corporate-Specific (C-S) Virtual Kiosks

Configure C-S Virtual Kiosks	Create C-S Virtual Kiosks	Modify C-S Virtual Kiosks	Deploy C-S Virtual Kiosks	Activate C-S Virtual Kiosks
Specify Virtual Kiosks	Launch Corporate-Specific Virtual Kiosks	Deploy Corporate-Specific Virtual Kiosks	Activate Corporate-Specific Virtual Kiosks	

Select Corporate-Specific Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001

Select the Corporate-Specific Virtual Kiosk(s) you wish to deploy.

Virtual Kiosk ID

- 9909930-00939 Here will go the description of the retailer.
- 9909930-00939 Here will go the description of the retailer.
- 9909930-00939 Here will go the description of the retailer.
- 9909930-00939 Here will go the description of the retailer.
- 9909930-00939 Here will go the description of the retailer.

Corporate-Specific Virtual Kiosk Name

- Deploy
○
-
-
-
-

◀◀ | ▲ Back 1 2 3 4 5 Next ▶▶

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User Name: John Smith

Standard Demonstration Mode

Back

Next

Fig. 49Q3Q



Control Panel for Generating Corporate-Specific (C-S) Virtual Kiosks

Configure C-S Virtual Kiosks	Create C-S Virtual Kiosks	Modify C-S Virtual Kiosks	Deploy C-S Virtual Kiosks	Activate C-S Virtual Kiosks
Select Virtual Kiosk	Select Virtual Kiosk	Select Virtual Kiosk	Select Virtual Kiosk	Select Virtual Kiosk

Standard Demonstration Mode

Select Corporate-Specific Virtual Kiosk Languages

Client Account: DISNEY Client Account No: 7145001

Select the languages in which you wish to deploy the configured Virtual Kiosks.

Language	Selected	Language	Selected
English	<input type="checkbox"/>	Austrian	<input checked="" type="checkbox"/>
Spanish	<input checked="" type="checkbox"/>	Brazilian	<input checked="" type="checkbox"/>
French	<input checked="" type="checkbox"/>	Canadian French	<input checked="" type="checkbox"/>
German	<input checked="" type="checkbox"/>	Catalan	<input checked="" type="checkbox"/>
Japanese	<input checked="" type="checkbox"/>	Finnish	<input checked="" type="checkbox"/>
Dutch	<input checked="" type="checkbox"/>	Norwegian	<input checked="" type="checkbox"/>
Italian	<input checked="" type="checkbox"/>	Portuguese	<input checked="" type="checkbox"/>
Chinese	<input checked="" type="checkbox"/>	Swedish	<input checked="" type="checkbox"/>
Danish	<input checked="" type="checkbox"/>		

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Fig. 19Q 34

Brandkey
deliver

Configure C-S Virtual Kiosks < Create C-S Virtual Kiosks | Modify C-S Virtual Kiosks | Deploy C-S Virtual Kiosks | Activate C-S Virtual Kiosks
Specify Virtual Kiosk | Select Virtual Kiosk | Deploy Virtual Kiosk | Create Virtual Kiosk

Control Panel for Generating Corporate-Specific (C-S) Virtual Kiosks

Standard Demonstration Mode

Create HTML Encoded Document

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Create or Import the document into which you wish to embed the Corporate-Specific Virtual Kiosk tag. Click the Import button to load an existing document. The document must be in Word format to load correctly.

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Document Processing Panel

Normal

Times New Roman

12

1 2 3 4 5

Page 689 of 939

FIG. 49Q3T

http://www.brandkeysystems.com/bk_deliver/m_launch_corporate_deploy-2c.html

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Insert Virtual Kiosk Page into Loaded Document

Back Import Create HTML-Embedded Document

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Brandkey
deliver

Configure C-S Virtual Kiosks | Create C-S Virtual Kiosks | Modify C-S Virtual Kiosks | Deploy C-S Virtual Kiosks | Activate C-S Virtual Kiosks

Specify Virtual Kiosks | Select Virtual Kiosks | Deploy Virtual Kiosks

Select HTML Encoded Document Format

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

The HTML-Embedded document has been saved. Please select the format of the HTML-Embedded document you wish to deploy to the Brandkey Systems Web Server.

- Microsoft Word Document format
- Adobe PDF Document format

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Fig. 49 Q3K

Brandkey
deliver

Configure C-S Virtual Kiosks < Create C-S Virtual Kiosks < Modify C-S Virtual Kiosks < Deploy C-S Virtual Kiosks < Activate C-S Virtual Kiosks
 Select Virtual Kiosks | Deploy Virtual Kiosks

Select Corporate-Specific Virtual Kiosks

Client Account: DISNEY Client Account No: 7145001

Select the Corporate-Specific Virtual Kiosk(s) you wish to deploy.

Virtual Kiosk ID

9909930-00939

Corporate-Specific Virtual Kiosk Name

Here will go the description of the retailer.

9909930-00939

Here will go the description of the retailer.

9909930-00939

Here will go the description of the retailer.

9909930-00939

Here will go the description of the retailer.

9909930-00939

Here will go the description of the retailer.

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Control Panel for Generating Corporate-Specific (C-S) Virtual Kiosks

Standard Demonstration Mod

User Name: John Smith

Deploy

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FIG. 49Q3L



Control Panel for Generating Corporate-Specific (C-S) Virtual Kiosks

Configure C-S Virtual Kiosks	Create C-S Virtual Kiosks	Modify C-S Virtual Kiosks	Deploy C-S Virtual Kiosks	Activate C-S Virtual Kiosks
Corporate Virtual Kiosks	Client Account No: 7145001	User Name: John Smith		
Corporate Virtual Kiosks	Client Account No: 7145001	User Name: John Smith		

Select Corporate-Specific Virtual Kiosk Languages:

Standard Demonstration Mode

Select Corporate-Specific Virtual Kiosk Languages:

Select the languages in which you wish to deploy the configured Virtual Kiosks.

Language	Selected	Language	Selected
English	<input type="checkbox"/>	Austrian	<input checked="" type="checkbox"/>
Spanish	<input checked="" type="checkbox"/>	Brazilian	<input type="checkbox"/>
French	<input checked="" type="checkbox"/>	Canadian French	<input type="checkbox"/>
German	<input type="checkbox"/>	Catalan	<input type="checkbox"/>
Japanese	<input type="checkbox"/>	Finnish	<input type="checkbox"/>
Dutch	<input type="checkbox"/>	Norwegian	<input type="checkbox"/>
Italian	<input type="checkbox"/>	Portuguese	<input type="checkbox"/>
Chinese	<input type="checkbox"/>	Swedish	<input type="checkbox"/>
Danish	<input type="checkbox"/>		

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Next

FIG. 49 Q 3M



Control Panel for Generating Corporate-Specific (C-S) Virtual Kiosks

Configure C-S Virtual Kiosks | Create C-S Virtual Kiosks | Modify C-S Virtual Kiosks | Deploy C-S Virtual Kiosks | Activate C-S Virtual Kiosks

Specify Virtual Kiosks | Select Virtual Kiosks | Deploy Virtual Kiosks | Activate Virtual Kiosks

Standard Demonstration Mod

Upload Image for HTML Encoded Desktop Icon

Client Account: DISNEY

Client Account No: 7145001

~~DESKTOP~~

Please Upload the image you wish to use as the icon for the HTML-Encoded icon you wish to deploy.
A

Icon Image:

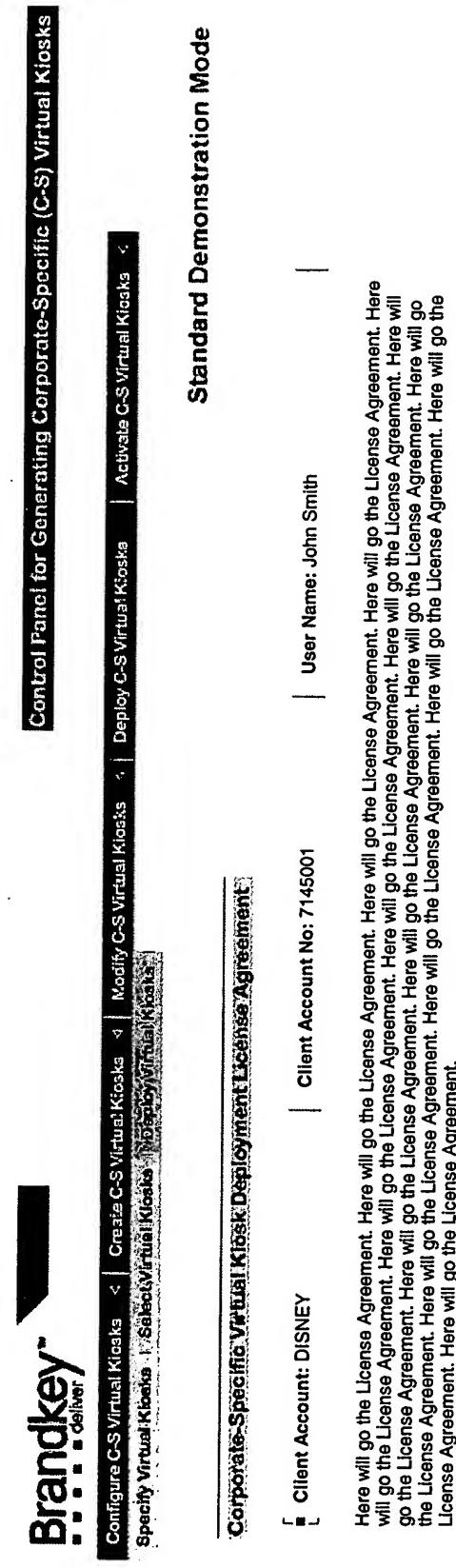
BROWSE

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FIG. 49 Q3N



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Disagree

FIG. 4 904

Brandkey®
deliver

Control Panel for Generating Corporate-Specific (C-S) Virtual Kiosks

Configure C-S Virtual Kiosks | Create C-S Virtual Kiosks | Modify C-S Virtual Kiosks | Deploy C-S Virtual Kiosks | Activate C-S Virtual Kiosks

Specify Virtual Kiosks | Select Virtual Kiosk | Deploy Virtual Kiosk | Standard Demonstration Mode

Confirm Deployment of the Corporate-Specific Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The selected Corporate-Specific Virtual Kiosks have now been Deployed in the selected Launch Environment. To prepare the Deployed Corporate-Specific Virtual Kiosks for Installation, you must first Activate them.

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FIG. 49 Q5



Control Panel for Generating Corporate-Specific (C-\$) Virtual Kiosks

Configure C-S Virtual Kiosks | Create C-S Virtual Kiosks | Modify C-S Virtual Kiosks | Deploy C-S Virtual Kiosks | Activate C-S Virtual Kiosks

Control Panel for Activating Corporate-Specific Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001

User Name: John Smith |

The Virtual Kiosks below have been deployed. You can activate any of the Virtual Kiosk by checking the Active field for that Virtual Kiosk. To deactivate any Virtual Kiosk simply uncheck the Active field for the Virtual Kiosk. Click Update to save the changes.

Virtual Kiosk ID

Here will go the min
Here will go the min

Virtual Kiosk Name

Here will go the product name
Here will go the product name

Active

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FIG. 49 R1

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Task Description	Client Account	User Name
Launch Control Panel for installing Service-Specific Virtual Kiosks	Client Account: DISNEY	User Name: John Smith
Launch Control Panel for installing Vendor-Specific Virtual Kiosks	Text: R.148	
Launch Control Panel for installing Service-Provider-Specific Virtual Kiosks		
Launch Control Panel for installing Retailer-Specific Virtual Kiosks		
Launch Control Panel for installing Industry-Specific Virtual Kiosks		
Launch Control Panel for installing Corporate-Specific Virtual Kiosks		

FIG. 50A

http://www.brandkeysystems.com/bk_deliver/index_installation.html



Control Panel for installing Product-Specific Virtual Kiosks

Standard Demonstration Mode

Control Panel for installing Product-Specific Virtual Kiosks

Client Account: DISNEY

Client Account No: 7145001

Text: R.135

User Name: John Smith

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FIG. 50B1

A screenshot of the Brandkey Control Panel. The top navigation bar has tabs for 'Control Panel', 'Virtual Kiosks', 'Virtual Kiosk Locations', 'Virtual Kiosk Types', and 'Virtual Kiosks by Type'. Below the navigation, there's a search bar and a 'Logout' button. The main content area is titled 'Standard Demonstration Mod'. It contains several sections: 'Control Panel for Installing Product-Specific Virtual Kiosks' with a 'Start' button; 'Install Product-Specific Virtual Kiosks' with a 'Start' button; 'Select Virtual Kiosk Locations' with a 'Start' button; 'Select Virtual Kiosk Types' with a 'Start' button; 'Virtual Kiosk Information' with a 'Start' button; 'Virtual Kiosk Agreements' with a 'Start' button; and 'Virtual Kiosk Tags' with a 'Start' button.

Select Product-Specific Visuals

Clement Accoudu: DISNEY

Client Access #: 7145001

User Name: John Smith

The following Product-Specific Virtual Kiosks are available for Installation. Select the Product-Specific Virtual Kiosks you wish to install by checking the for even more.

If there are Product-Specific Virtual Kiosks available for more than one Vendor, then the Product-Specific Virtual Kiosks shall be sorted by Vendor name. Click A++ to view Product-Specific Virtual Kiosks from Vendors beginning with the letter 'A'. etc -- for only consumers.

Click Next to install the selected Product-Specific Virtual Kiosks -- for everyone

Click Search to search for the Product-Specific Virtual Kiosks associated with a particular Vendor. -- for only consumers. Below the alphabet bar is also only for consumers. Below the Search button also shall only be visible for consumers.

卷之三

Vendor Name	P-S Virtual Kiosk Serial Number	P-S Virtual Kiosk Name	Launch Environment	Installation Language	Currently Installed	Install
Vendor Name 1	0900989098-88	Virtual Kiosk Name 1	Deployment Environment 1	Installation language	Currently Installed	<input type="checkbox"/>
Vendor Name 2	0900989098-88	Virtual Kiosk Name 2	Deployment Environment 2	Installation language	Currently Installed	<input type="checkbox"/>
Vendor Name 3	0900989098-88	Virtual Kiosk Name 3	Deployment Environment 3	Installation language	Currently Installed	<input type="checkbox"/>
Vendor Name 4	0900989098-88	Virtual Kiosk Name 4	Deployment Environment 4	Installation language	Currently Installed	<input type="checkbox"/>
Vendor Name 5	0900989098-88	Virtual Kiosk Name 5	Deployment Environment	Installation language	Currently Installed	<input type="checkbox"/>

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[Next](#)

FIG. 50C1

http://www.brandkeysystems.com/bk_deliver/m_install_product-1.html



Install Product: Specific Virtual Kiosks

Select Virtual Kiosk: Exchange Agreement

Search for Vendor

Search for Vendor

Client Account: DISNEY

User Name: John Smith

Client Account No: 7145001

Search for the Vendor who has Deployed Product-Specific Virtual Kiosks which you wish to Install. You can search by Vendor Name or Manufacturer Identification Number (MIN). Click Next to initiate the Vendor Search.

Standard Demonstration Mod

Search for Vendor

Client Account: DISNEY

User Name: John Smith

Client Account No: 7145001

Search for the Vendor who has Deployed Product-Specific Virtual Kiosks which you wish to Install. You can search by Vendor Name or Manufacturer Identification Number (MIN). Click Next to initiate the Vendor Search.

Search for:

Search by: Vendor Name

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Back

Next

F1G.50C2

Brandkey

Install Product-Specific Virtual Kiosks

Select Virtual Kiosk Information

Search Criteria

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

No. of P-S Virtual Kiosks

Vendor Name	Manufacturer Identification Number (MIN)
Vendor Name 1	MIN 1
Vendor Name 2	MIN 2
Vendor Name 3	MIN 3
Vendor Name 4	MIN 4
Vendor Name 5	MIN 5
Virtual Kiosk No 1	
Virtual Kiosk No 2	
Virtual Kiosk No 3	
Virtual Kiosk No 4	
Virtual Kiosk No 5	

The following Vendors matched your Search Criteria and have Deployed Product-Specific Virtual Kiosks that are available for Installation. Click on the Vendor Name to View its Deployed Product-Specific Virtual Kiosks.

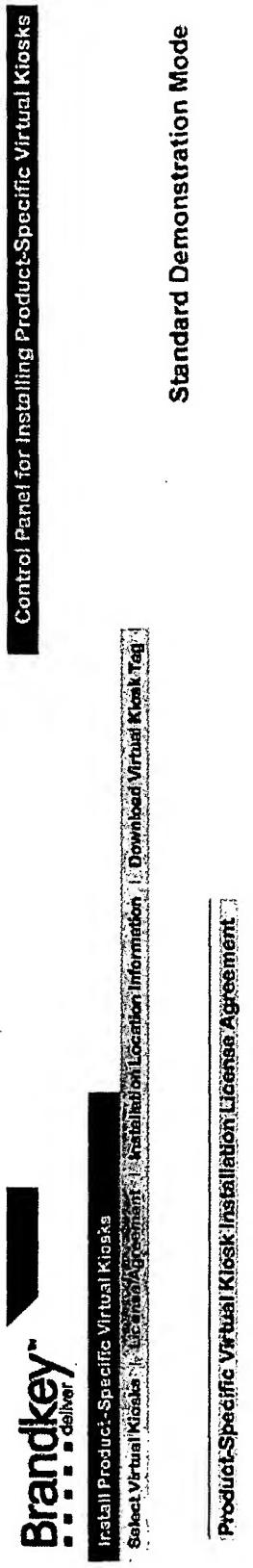
Standard Demonstration Mode

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FIG. 50C3

<http://www.brandkeysystems.com/btk-deliver/m-install-product-3.html>
file:///www/brandkey/btk_deliver/MP73ff8esc8g.htm

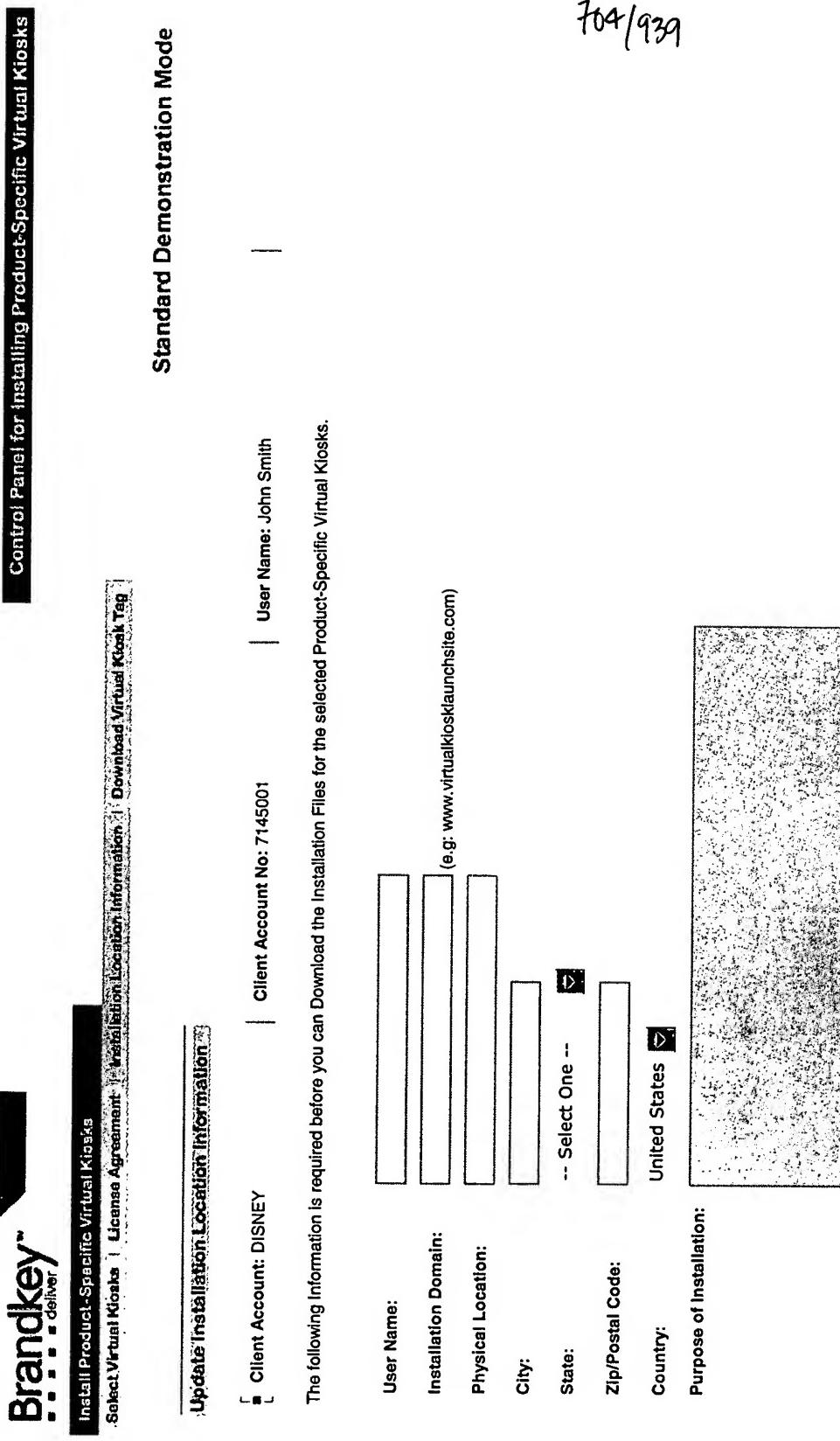
5/12/2003



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Agree
 Disagree

Fig. 50c4



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[Next](#)

FIG. 50 C5

705/939

Control Panel for installing Product-Specific Virtual Kiosks	
<input type="checkbox"/> Client Account: DISNEY	client Account No: 7145001
	User Name: John Smith
<input type="checkbox"/> Select Virtual Kiosks: <input checked="" type="checkbox"/> Standard <input type="checkbox"/> Advanced <input type="checkbox"/> Location Information <input type="checkbox"/> Download Virtual Kiosk Tag	
Standard Demonstration Mode <input type="checkbox"/> Download Virtual Kiosk Tags	
The Installation Files have been prepared for the selected Product-Specific Virtual Kiosks. These Product-Specific Virtual Kiosks are Launchable from the following Environments.	
Launch Environment	Selected
HTML-Encoded Brandkey(TM) Button	<input checked="" type="checkbox"/>
HTML-Encoded Document	<input type="checkbox"/>
HTML-Encoded Image	<input checked="" type="checkbox"/>
HTML-Encoded Desktop Icon	<input checked="" type="checkbox"/>

FIG. 50 C.6

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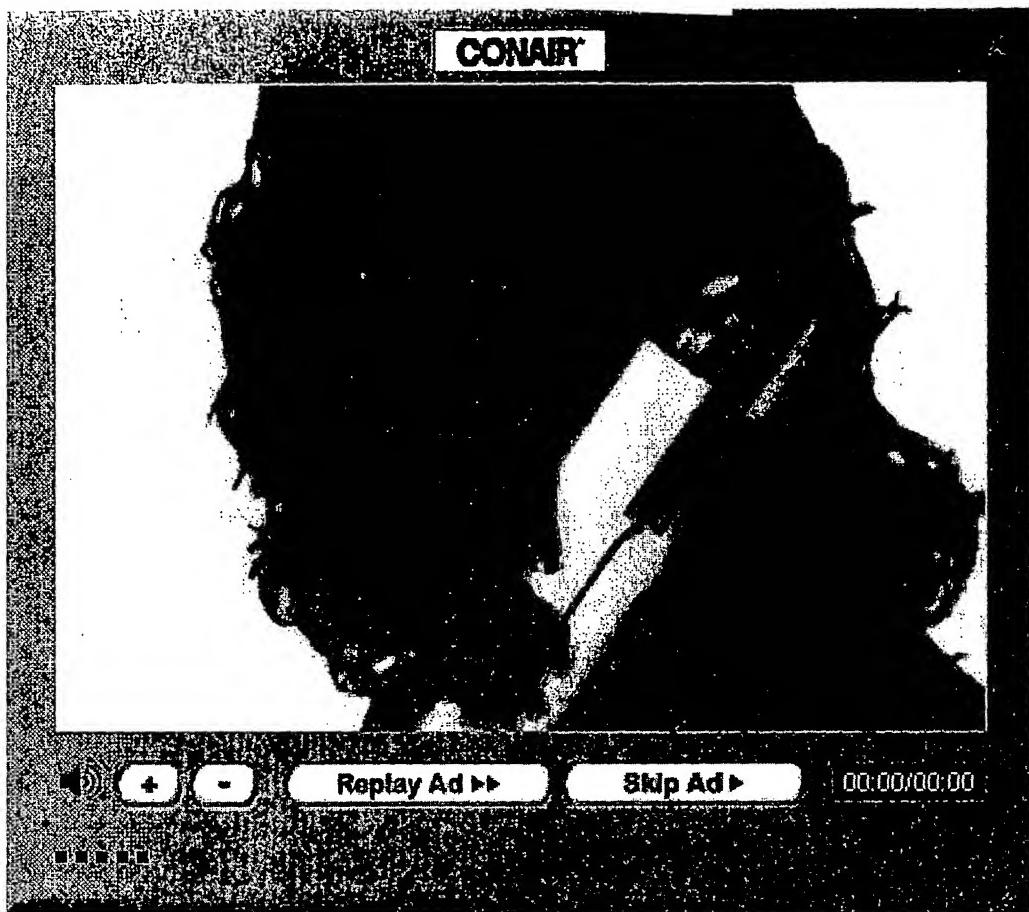


FIG. 50 D1 PS-VK

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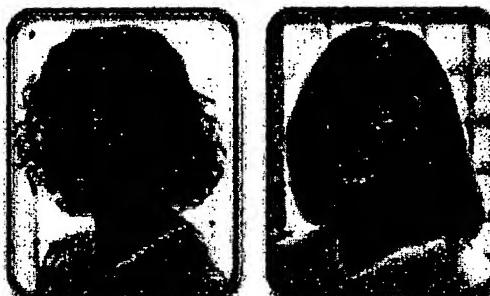
FIG. 50D2

708/939

CONAIR

Contest: What Conair did for me!

Send us photos of your hairstyle before and after you used a Conair hair care appliance and you could win a prize!



Send in your picture and win a gift!

Replay Promo ► Skip Promo ►

00:00/00:00

Mother's Day Sale ... All Products 20% OFF May 2-12

FIG. 50 D3

709/939

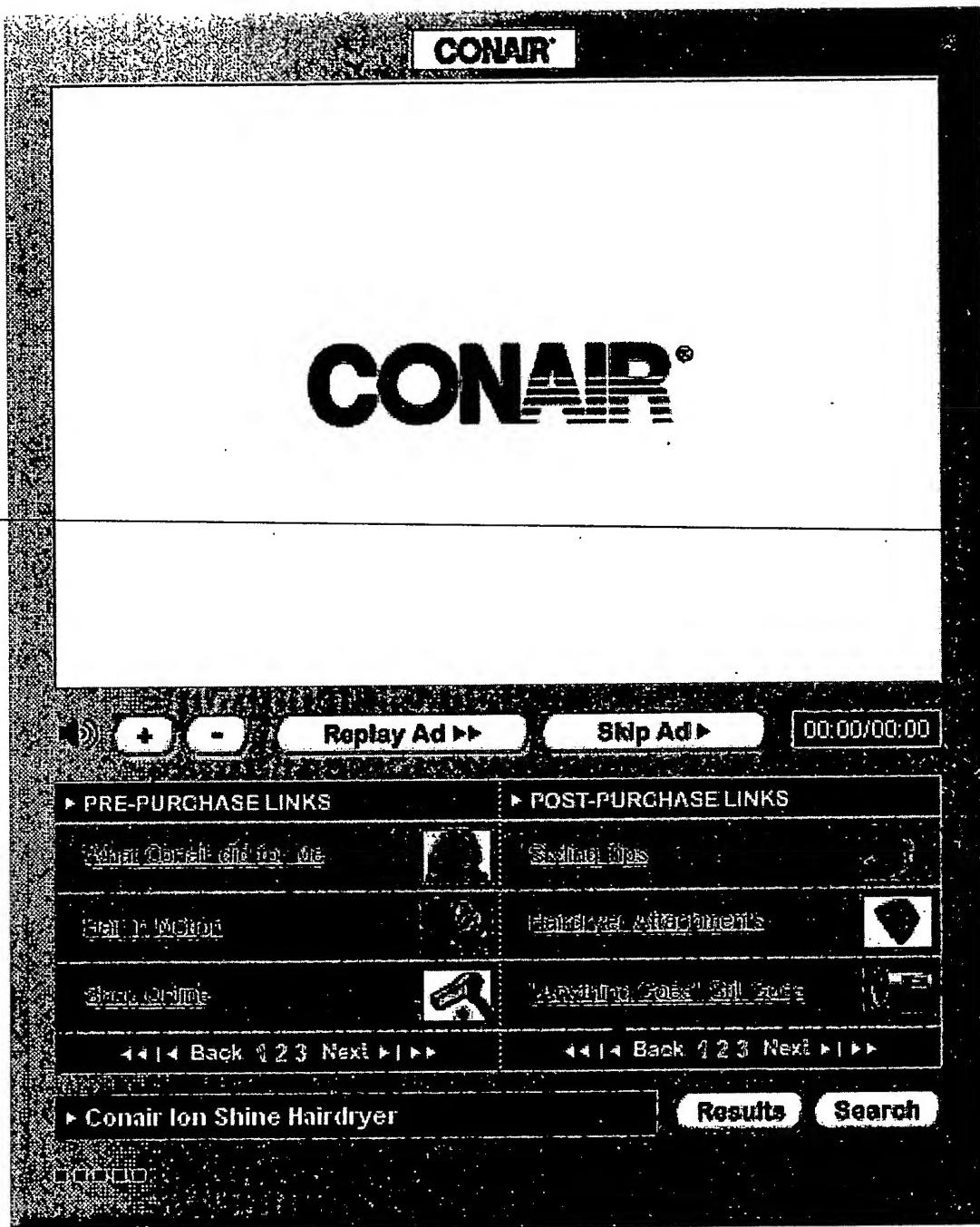


FIG. 50D4

710/939

CONAIR®

PRODUCTS MARKETPLACE CUSTOMER CARE

Ion Shine
Model 148i



Ion Shine Hair Dryer
Currently in stock.
Typically ships within 24 hours.

Item# CON148I 20% OFF
Price: \$ 29.99
Promo price: \$ 23.99

Add to Cart Email a Friend

Features:

- 1875 Watts of Drying Power
- Full Size
- Ionic Device
- Quiet Tone Motor
- 2 Heat/Speed Settings
- Cool Shot Button

Replay Ad ► Skip Ad ► 00:00/00:00

PRE-PURCHASE LINKS	POST-PURCHASE LINKS
What's Hot Right Now	Shipping Info
Help & Support	>Returns, Exchanges & Refunds
Customer Support	Available Product Questions

◀◀◀◀ Back ⏪ 2 3 ⏩ Next ▶▶▶▶

◀◀◀◀ Back ⏪ 2 3 ⏩ Next ▶▶▶▶

Shop Online ★★★★ RATING 5 Vote Search

SEARCH

FIG. 50D5



Install Service-Specific Virtual Kiosks

Control Panel for Installing Service-Specific Virtual Kiosks		
Text: R.135		
Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith

Standard Demonstration Mode

711/939

FIG. 50 E



Install Service-Specific Virtual Kiosks
Select Virtual Kiosks | Standard Agreement | Installation Information | Download Virtual Kiosk Test

Select Service-Specific Virtual Kiosks

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

The following Service-Specific Virtual Kiosks are available for Installation. Select the Service-Specific Virtual Kiosks you wish to Install by checking the Install checkbox. -- for everyone

If there are Service-Specific Virtual Kiosks available for more than one Service Provider, then the Service-Specific Virtual Kiosks shall be sorted by Service Provider name. Click "A" to view Service-Specific Virtual Kiosks from Service Providers beginning with the letter "A", etc. -- for only consumers

Click Next to install the selected Service-Specific Virtual Kiosks. -- for everyone

Click Search to search for the Service-Specific Virtual Kiosks associated with a particular Service Provider. -- for only consumers. Below the alphabet bar is also only for consumers. Below the Search button also shall only be visible for consumers.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z |

Service Provider Name	S-S Virtual Kiosk Serial Number	S-S Virtual Kiosk Name	Launch Environment	Installation Language	Currently Installed	Install
Service Provider Name 1	0900989098-88	Virtual Kiosk Name 1	Deployment Environment 1	Installation language	Currently Installed	<input type="checkbox"/>
Service Provider Name 2	0900989098-88	Virtual Kiosk Name 2	Deployment Environment 2	Installation language	Currently Installed	<input type="checkbox"/>
Service Provider Name 3	0900989098-88	Virtual Kiosk Name 3	Deployment Environment 3	Installation language	Currently Installed	<input type="checkbox"/>
Service Provider Name 4	0900989098-88	Virtual Kiosk Name 4	Deployment Environment 4	Installation language	Currently Installed	<input type="checkbox"/>
Service Provider Name 5	0900989098-88	Virtual Kiosk Name 5	Deployment Environment 5	Installation language	Currently Installed	<input type="checkbox"/>

<| > | < Back 1 2 3 4 5 Next | ►

Search Next

FIG. 50 F1

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Brandkey 

.. . . . deliver

[Install Service-Specific Virtual Kiosks](#) | [Select Virtual Kiosk & License Agreement](#) | [Installation Location Information](#) | [Download Virtual Kiosk Tag](#)

Standard Demonstration Mode

Search for Service Provider

<input type="radio"/> Client Account: DISNEY	<input type="radio"/> User Name: John Smith
--	---

Search for the Service Provider whose Service-Specific Virtual Kiosks you wish to install. Click Next to initiate the Service-Provider search.

Search for:

Search by: Service Provider Name

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FIG. 50 F2

Brandkey™

Install Service-Specific Virtual Kiosks
Select Virtual Kiosks for Brandkey Management

Select Virtual Kiosks for Brandkey Management | Installation Location Information | Download Virtual Kiosk Template

Control Panel for Installing Service-Specific Virtual Kiosks

Standard Demonstration Mod

Select a Service Provider

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The following Service Provider matched your search criteria and have Service-Specific Virtual Kiosks available to install. Click on the Service Provider Name to view Service-Specific Virtual Kiosks for the selected Service Provider.

Service Provider Name

Service.Provider.Name.1
Service.Provider.Name.1
Service.Provider.Name.1
Service.Provider.Name.1
Service.Provider.Name.1
Service.Provider.Name.1

Service Provider Identification Number (SPIN)

SPIN 1
SPIN 1
SPIN 1
SPIN 1
SPIN 1
SPIN 1

No. of Virtual Kiosks

Virtual Kiosk No.1
Virtual Kiosk No.2
Virtual Kiosk No.3
Virtual Kiosk No.4
Virtual Kiosk No.5

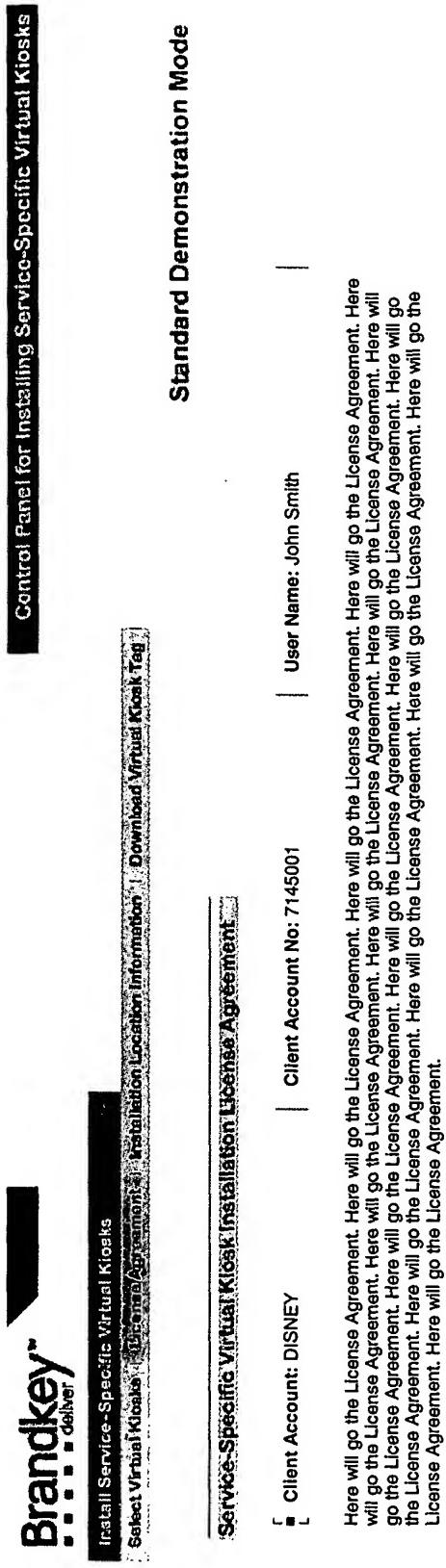
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F1G.50F3

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<http://www.brandkeysystems.com/bk-deliver/m-install-service-3.html>

file:///F:/www/brandkeyfor/deliver/m-install-service-3.html



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Agree
 Back

H.G. 5004

Brandkey™
... deliver

Control Panel for Installing Service-Specific Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

The following information is required before you can download the installation files for the Service-Specific Virtual Kiosks. This information is used by Service Provider and their agents to better customize the Service-Specific Virtual Kiosks for your needs.

User Name:

Installation Domain: (e.g. www.virtualkiosklaunchsite.com)

Physical Location:

City:

State: -- Select One --

Zip/Postal Code:

Country: United States

Purpose of Installation:

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Back Next

Brandkey

... . . . deliver

Install Service-Specific Virtual Kiosks

Select Virtual Kiosk(s) [Listened Agreement] [Install Location Information] [Download Virtual Kiosk Test]

Control Panel for Installing Service-Specific Virtual Kiosks

Standard Demonstration Mode

Download Virtual Kiosk 1863

Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
------------------------	----------------------------	-----------------------

The setup files for the selected Service-Specific Virtual Kiosk(s) have been prepared. You have selected Service-Specific Virtual Kiosk(s) that are launchable from the following environments.

Launch Environment	Selected
HTML-Embedded Default Logo	✓
HTML-Embedded Document	✗
HTML-Encoded Image	✓
HTML-Encoded Desktop Icon	✓

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FIG. 50F6

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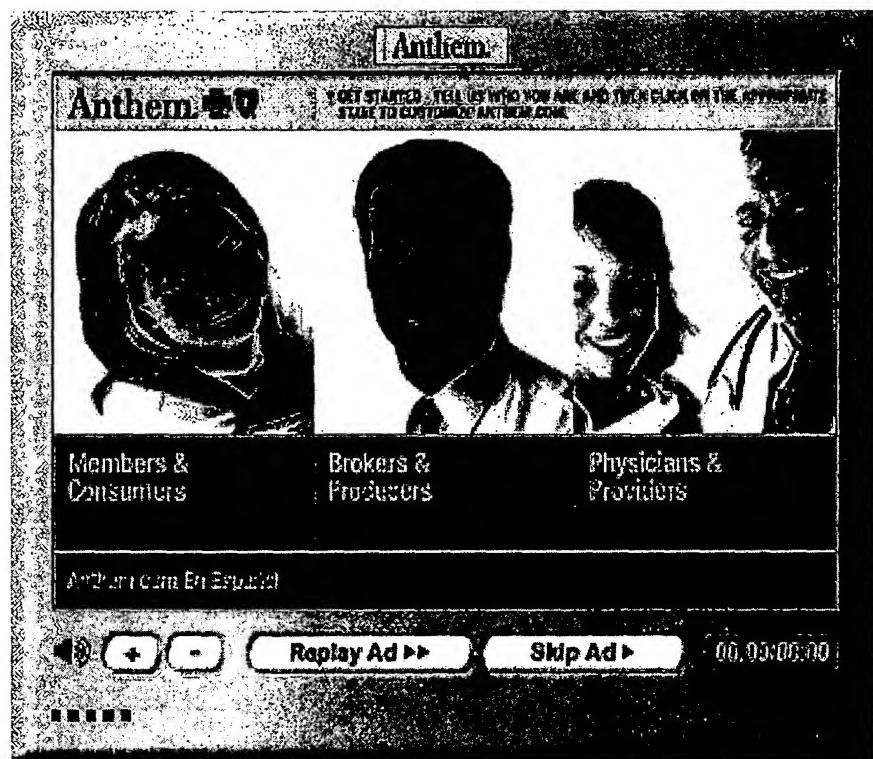


FIG. 50 G 1 PS-VK

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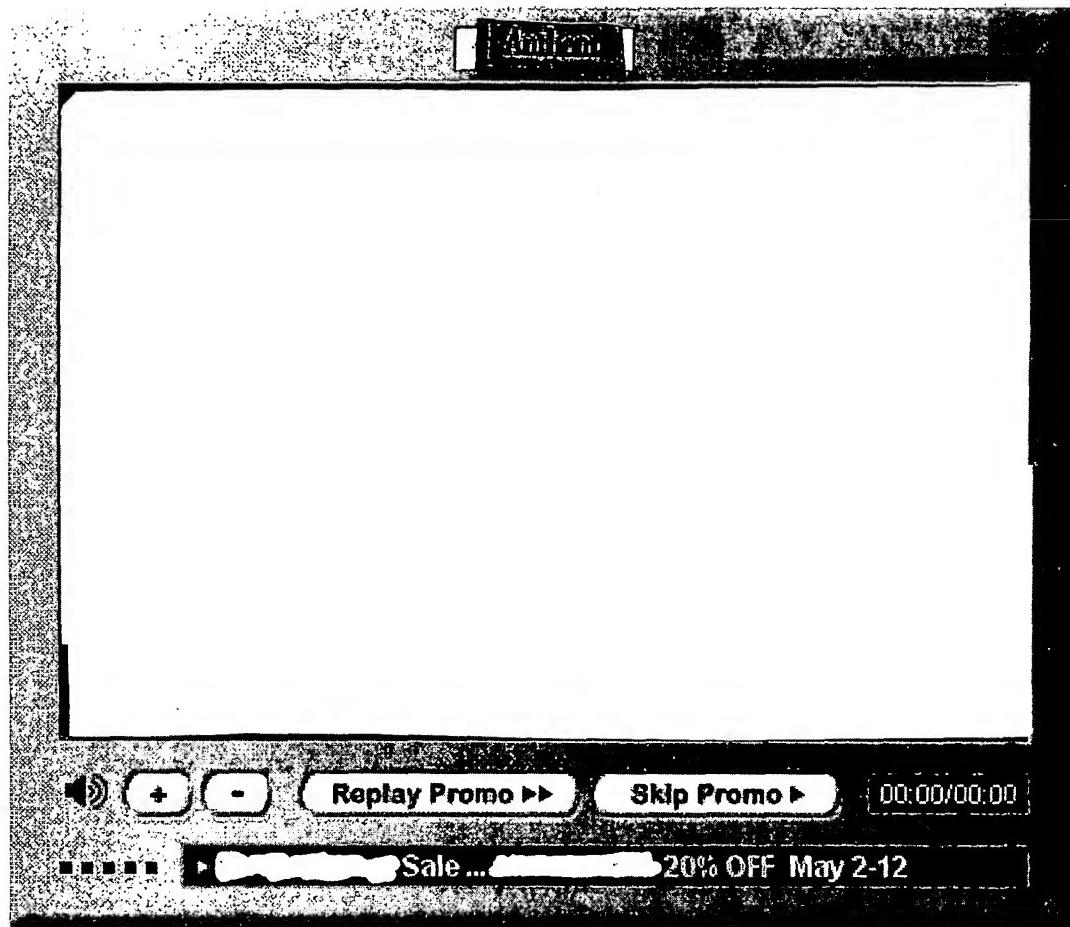


FIG.50G2

)

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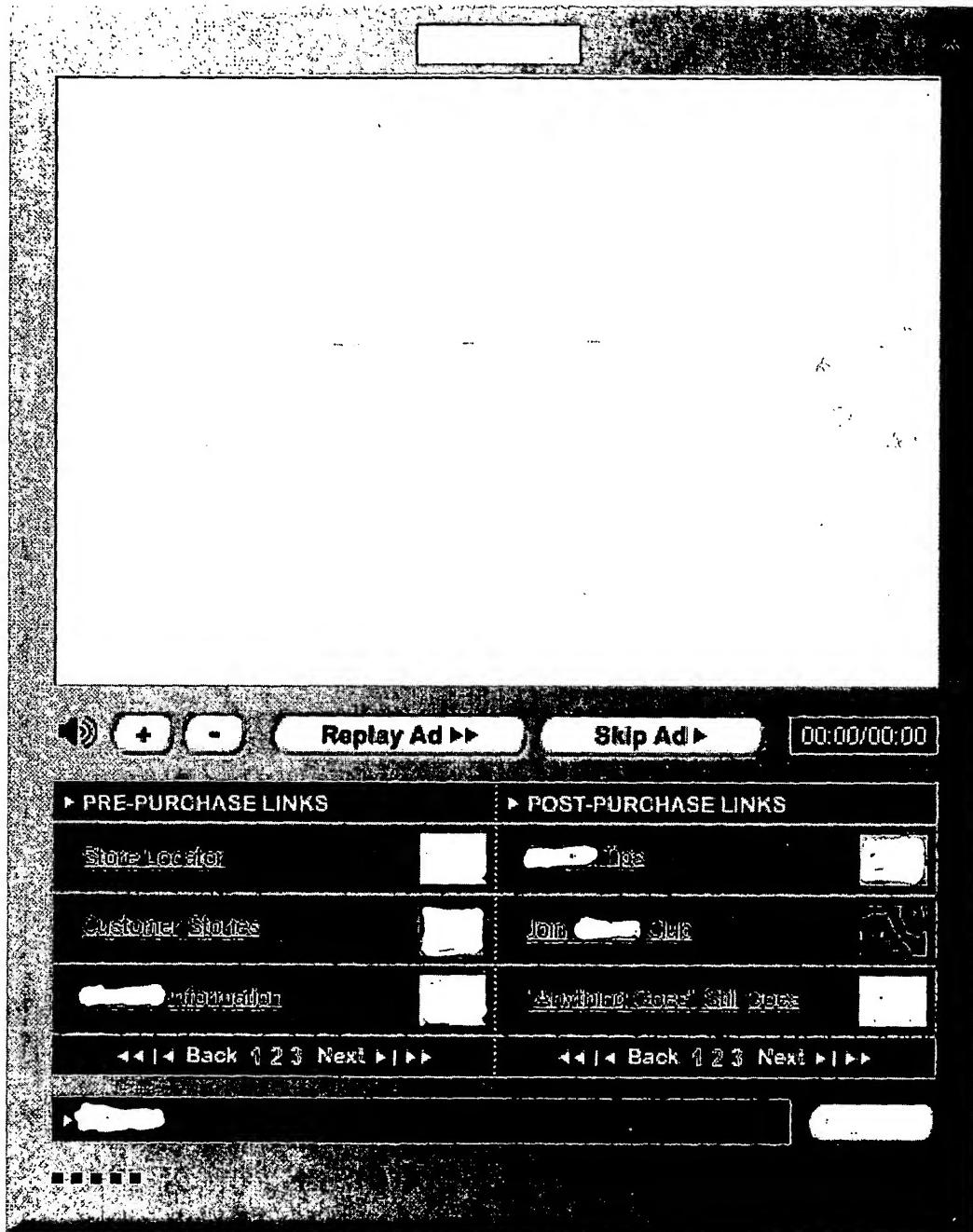


FIG50G3



Control Panel for Installing Vendor-Specific Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001

Text: R.135

User Name: John Smith

Standard Demonstration Mode

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F19.50H



Install Vendor-Specific Virtual Kiosks
Select Virtual Kiosks | Previous Agreements | Installation Location Information | Download Virtual Kiosk Tag

Control Panel for Installing Vendor-Specific Virtual Kiosks

Select Vendor-Specific Virtual Kiosks

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The following Vendor-Specific Virtual Kiosks are available for installation. Select the Vendor-Specific Virtual Kiosks you wish to install by checking the Install checkbox. -- for everyone

If there are Vendor-Specific Virtual Kiosks available for more than one Vendor, then the Vendor-Specific Virtual Kiosks shall be sorted by Vendor name. Click "A" to view Vendor-Specific Virtual Kiosks from Vendors beginning with the letter "A", etc. -- for only consumers

Click Next to install the selected Vendor-Specific Virtual Kiosks. -- for everyone

Click Search to search for the Vendor-Specific Virtual Kiosks associated with a particular Vendor. -- for only consumers. Below the alphabet bar is also only for consumers. Below the Search button also shall only be visible for consumers.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z |

Vendor Name	V-S Virtual Kiosk Serial Number	V-S Virtual Kiosk Name	Launch Environment	Installation Language	Currently Installed	Install
Vendor Name 1	0900989098-88	Virtual Kiosk Name 1	Deployment Environment 1	Installation language 1	Currently Installed	<input type="checkbox"/>
Vendor Name 2	0900989098-88	Virtual Kiosk Name 2	Deployment Environment 2	Installation language 2	Currently Installed	<input type="checkbox"/>
Vendor Name 3	0900989098-88	Virtual Kiosk Name 3	Deployment Environment 3	Installation language 3	Currently Installed	<input type="checkbox"/>
Vendor Name 4	0900989098-88	Virtual Kiosk Name 4	Deployment Environment 4	Installation language 4	Currently Installed	<input type="checkbox"/>
Vendor Name 5	0900989098-88	Virtual Kiosk Name 5	Deployment Environment 5	Installation language 5	Currently Installed	<input type="checkbox"/>

◀ ▶ | ◀ Back | 1 2 3 4 5 | Next ► | ►►

Search | Next

F19. SOI |

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Brandkey
... deliver

Install Vendor-Specific Virtual Kiosks
Select Virtual Kiosks | License Agreement | Location Information | Download Virtual Kiosk Tag

Standard Demonstration Mode

Search for Vendor

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

Search for the Vendor whose Vendor-Specific Virtual Kiosks you wish to install. Click Next to initiate the Vendor search.

Search for:

Search by: Vendor Name

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Next

FIG 5042

Brandkey™

Install Vendor-Specific Virtual Kiosks
Install Virtual Kiosk Tag
Select a Vendor

Control Panel for Installing Vendor-Specific Virtual Kiosks

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The following Vendors matched your search criteria and have Vendor-Specific Virtual Kiosks available to install. Click on the Vendor Name to view Vendor-Specific Virtual Kiosks for the selected Vendor.

Vendor Name	Vendor Identification Number (MIN)
Vendor Name 1	MIN 1
Vendor Name 2	MIN 2
Vendor Name 3	MIN 3
Vendor Name 4	MIN 4
Vendor Name 5	MIN 5

No. of Virtual Kiosks
Virtual Kiosk No 1
Virtual Kiosk No 2
Virtual Kiosk No 3
Virtual Kiosk No 4
Virtual Kiosk No 5

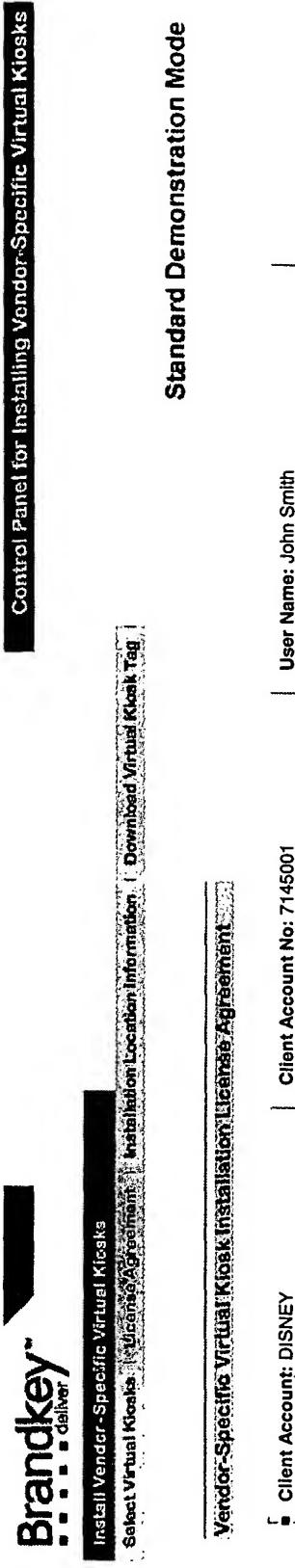
724/939

Standard Demonstration Mode

Back

F1 G. SOT 3

http://www.brandkeysystems.com/bk-deliver/m-install_vendor-3.html
<http://www.brandkeyth-dellver/AT&TAPQwz9esfw2.htm>



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Agree
 Back

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Brandkey™

.. ■ ■ deliver

Install Vendor-Specific Virtual Kiosks
Select Virtual Kiosks License Agreement Information

Download Virtual Kiosk Tag

Update Installation Location Information

Client Account: DISNEY User Name: John Smith

The following information is required before you can download the installation files for the Vendor-Specific Virtual Kiosks. This information is used by Vendors and their agents to better customize the Vendor-Specific Virtual Kiosks for your needs.

User Name:

Installation Domain:

(e.g. www.virtualkiosksite.com)

Physical Location:

City:

-- Select One --

Zip/Postal Code:

Country:

United States

Purpose of Installation:

[Redacted]

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Control Panel for Installing Vendor-Specific Virtual Kiosks

Standard Demonstration Mod

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F1Q_50TS5

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Brandkey [REDACTED]

... .deliver

[Install Vendor-Specific Virtual Kiosks](#)

[Select Virtual Kiosk\(s\) | Licensee's Agreement](#)

[Installation Location Information](#) [Download Virtual Kiosk Tag](#)

Control Panel for Installing Vendor-Specific Virtual Kiosks

Standard Demonstration Mode

[Download Virtual Kiosk Tags](#)

Launch Environment	Selected
HTML-Embedded Default Logo	✓
HTML-Embedded Document	✗
HTML-Encoded Image	✓
HTML-Encoded Desktop Icon	✓

The setup files for the following Vendor-Specific Virtual Kiosk(s) have been prepared. You have selected Vendor-Specific Virtual Kiosk(s) that are launchable from the following environments.

User Name: John Smith

Client Account No: 7145001

FIG. 5016

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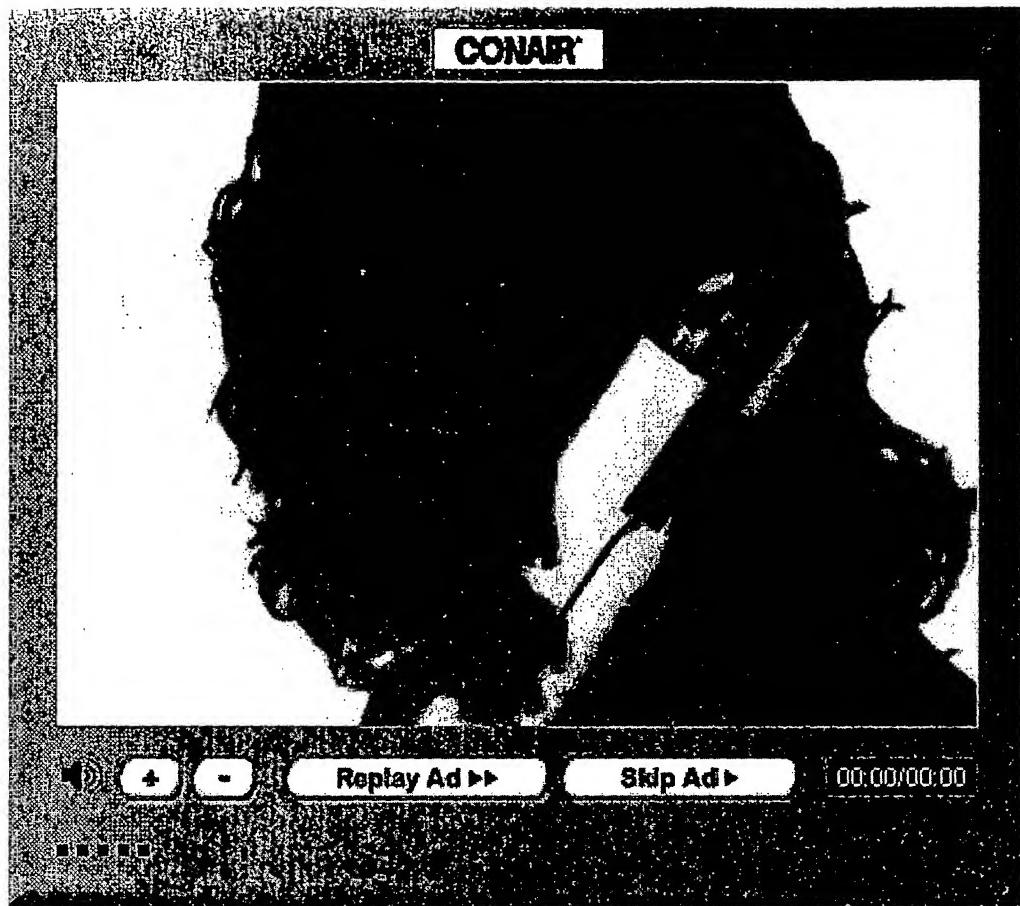


FIG. 5051 VS-VK

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FIG. 50J2

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CONAIR®

CONAIR

Contest: What Conair did for me!

Send us photos of your hairstyle before and after you used a Conair hair care appliance and you could win a prize!



Send in your picture and win a gift!

Replay Promo ► Skip Promo ► 00:00/00:00

► Mother's Day Sale ... All Products 20% OFF May 2-12

F1G.50J3

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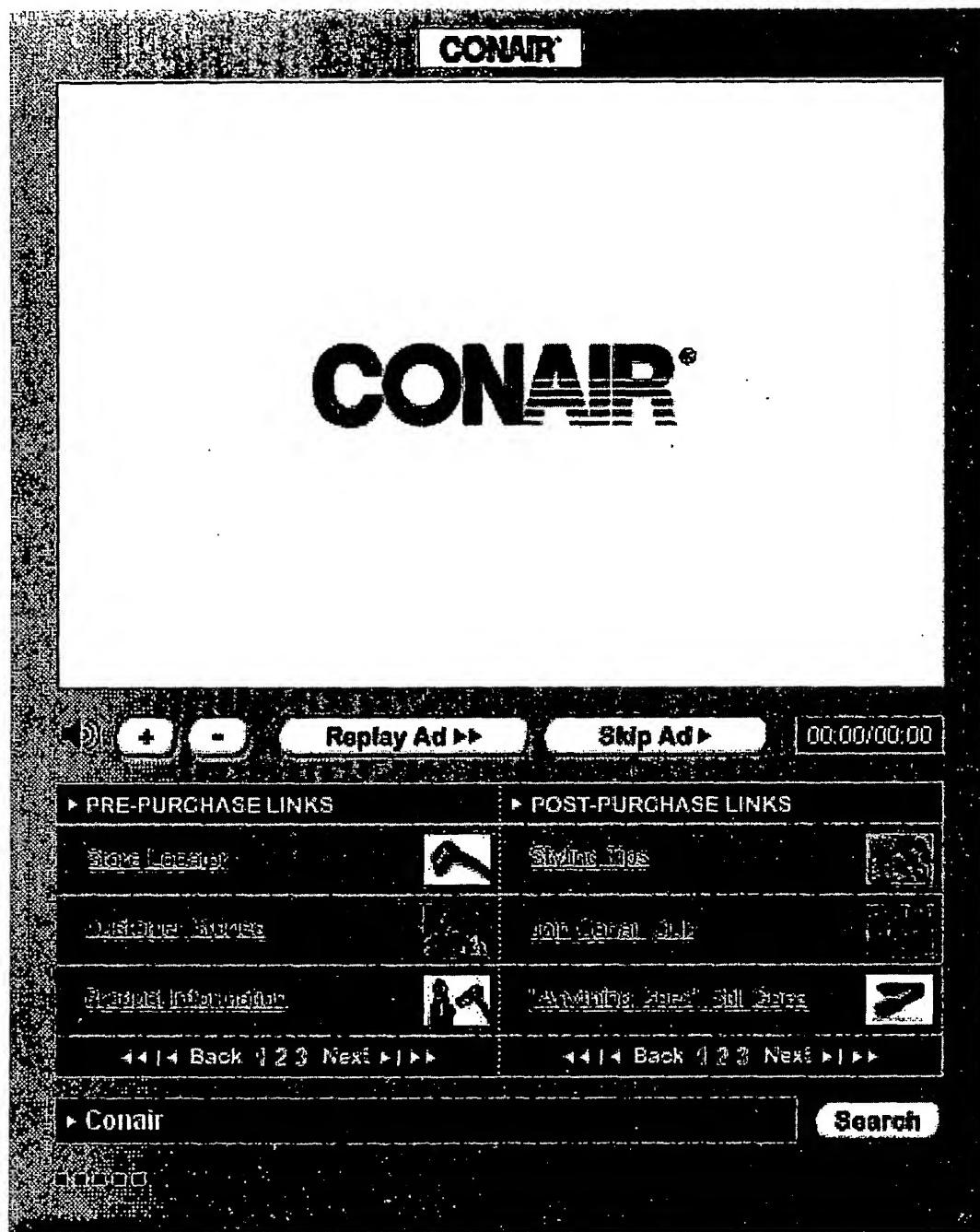


FIG. 50J4

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CONAIR®

CONAIR | PROFESSIONAL | HOME USE | LIFESTYLE

LIFESTYLE

Join Conair® Club

Styling Tips

Customer Stories

Featured Contest

► Featured Links

FAQs & Troubleshooting
How to Clean Your Hair Dryer
How to Use Your Iron
How to Use Your Curling Iron
How to Use Your Styling Tools
How to Use Your Trimmer
How to Use Your Straightener
How to Use Your Styling Tools
How to Use Your Trimmer
How to Use Your Straightener

Replay Ad ► Skip Ad ► 00:00/00:00

► PRE-PURCHASE LINKS ► POST-PURCHASE LINKS

Store Locator 

Buy Online 

Product Information 

Back 1 2 3 Next ► | ►►

Back 1 2 3 Next ► | ►►

Customer Stories ★★★★
RATING 5 Vote Search

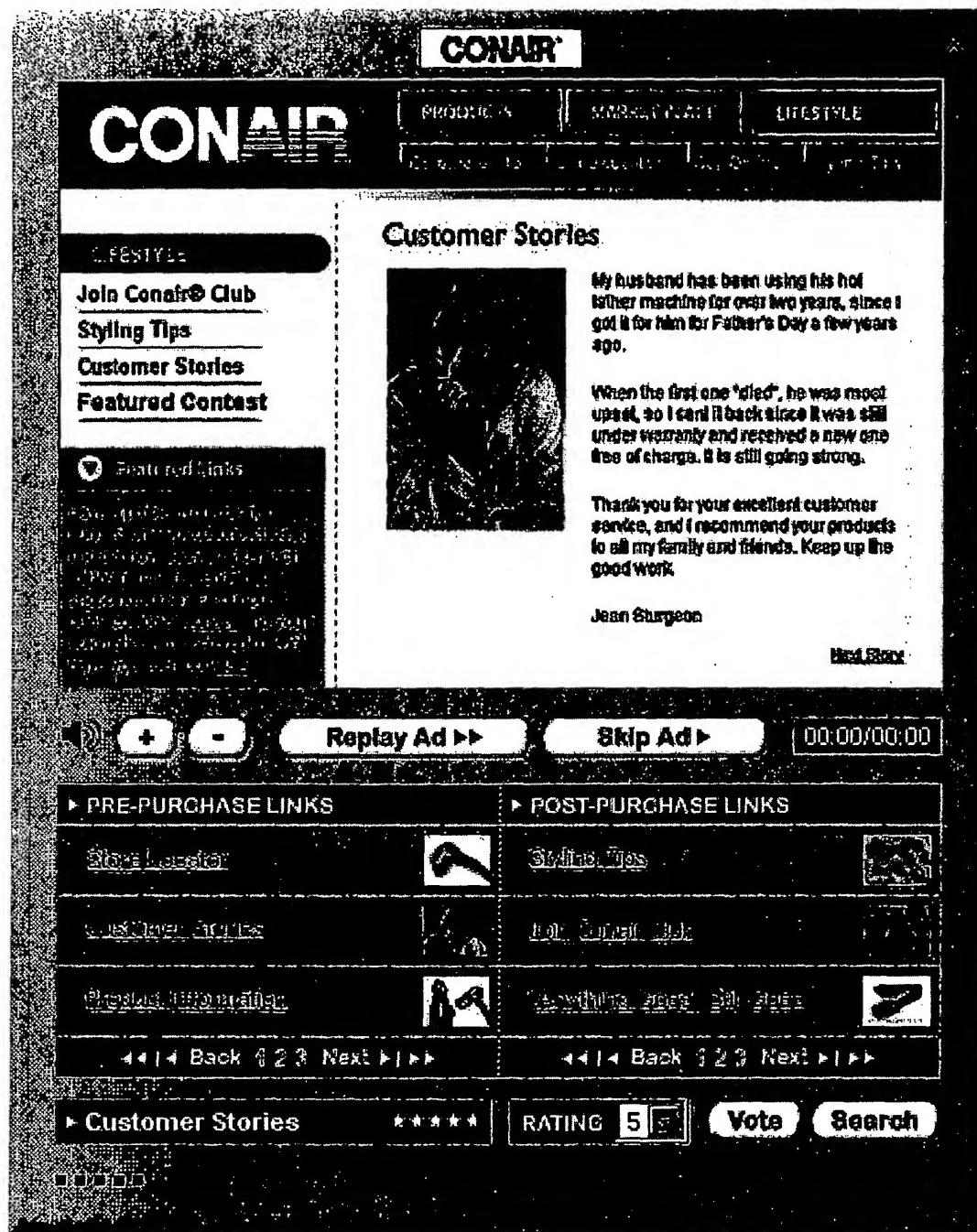


FIG. 50 JS

733/930

CONAIR

PRODUCTS MASSAGE LIFESTYLE

Customer Stories

My husband has been using his hot roller machine for over two years, since I got it for him for Father's Day 6 years ago.

When the first one "died", he was most upset, so I sent it back since it was still under warranty and received a new one free of charge. It is still going strong.

Thank you for your excellent customer service, and I recommend your products to all my family and friends. Keep up the good work.

Jean Sturgeon

Next Show 00:00/00:00

Replay Ad ► Skip Ad ►

► PRE-PURCHASE LINKS ► POST-PURCHASE LINKS

Shop Now Swings, Ties

Customer Stories 100% Natural Oil

Product Information 1 2 3 4 5

Back 1 2 3 Next ► | ► 1 2 3 Next ► | ►

Customer Stories ★★★★

RATING 5 Vote Search

FIG. 50J6

734/939

CONAIR

CONAIR

LIFESTYLE PROBLEMS MARKETPLACE LIFESTYLE

Customer Stories

My husband has been using his hot
lather machine for over two years, since I
got it for him for Father's Day a few years
ago.

When the first one "died", he was most
upset, so I sent it back since it was still
under warranty and received a new one
free of charge. It is still going strong.

Thank you for your excellent customer
service, and I recommend your products
to all my family and friends. Keep up the
good work.

Jean Shuey

Next Story

Replay Ad ► Skip Ad ► 00:00/00:00

► PRODUCT SEARCH

Enter your search criteria in the text box below. Select the "By Barcode Search"
checkboxes if you have a barcode for the product you want to find.

Search For:

By: Universal Product Number Search

SEARCH

FIG. 5057

735/939

CONAIR

PRODUCTS MARKETPLACE LIFESTYLE

Customer Stories

My husband has been using his hot
towel machine for over two years, since I
got it for him for Father's Day a few years
ago.

When the first one "died", he was most
upset, so I sent it back since it was still
under warranty and received a new one
free of charge. It is still going strong.

Thank you for your excellent customer
service, and I recommend your products
to all my family and friends. Keep up the
good work.

Jean Surgeon

Net Store

Replay Ad ► Skip Ad ► 00:00/00:00

► PRODUCT SEARCH

Enter your search criteria in the text box below. Select the Genderless Search
Parameter to limit the search.

Search For: By:

Universal Product Number
Trademark
Product Descriptor
Brand Entity Name
Product Name

FIG. 50J8

736/939

CONAIR

PRODUCTS | MASSAGE | LIFESTYLE

Customer Stories

My husband has been using his hot lifter machine for over two years, since I got it for him for Father's Day a few years ago.

When the first one "died", he was most upset, so I sent it back since it was still under warranty and received a new one free of charge. It is still going strong.

Thank you for your excellent customer service, and I recommend your products to all my family and friends. Keep up the good work.

Jean Sturgeon

Next Story

UPN TRADE MARK PRODUCT DESCRIPTOR PRODUCT NAME

123456789011	Conair®	The Metal™ 1 1/2" Hot Drive	Conair Metal™ Hot Drive
123456789012	Conair®	Superior Quality™ Hot Drive	Conair® Superior Quality™
123456789013	Conair®	Hot & Straight™ Hair Dryer	Conair® Hot & Straight™

◀◀ ▶◀ Back ⌂ 2 ⌂ 4 ⌂ Next ▶▶ ▶▶

Search

FIG. 50 J 9

737/939

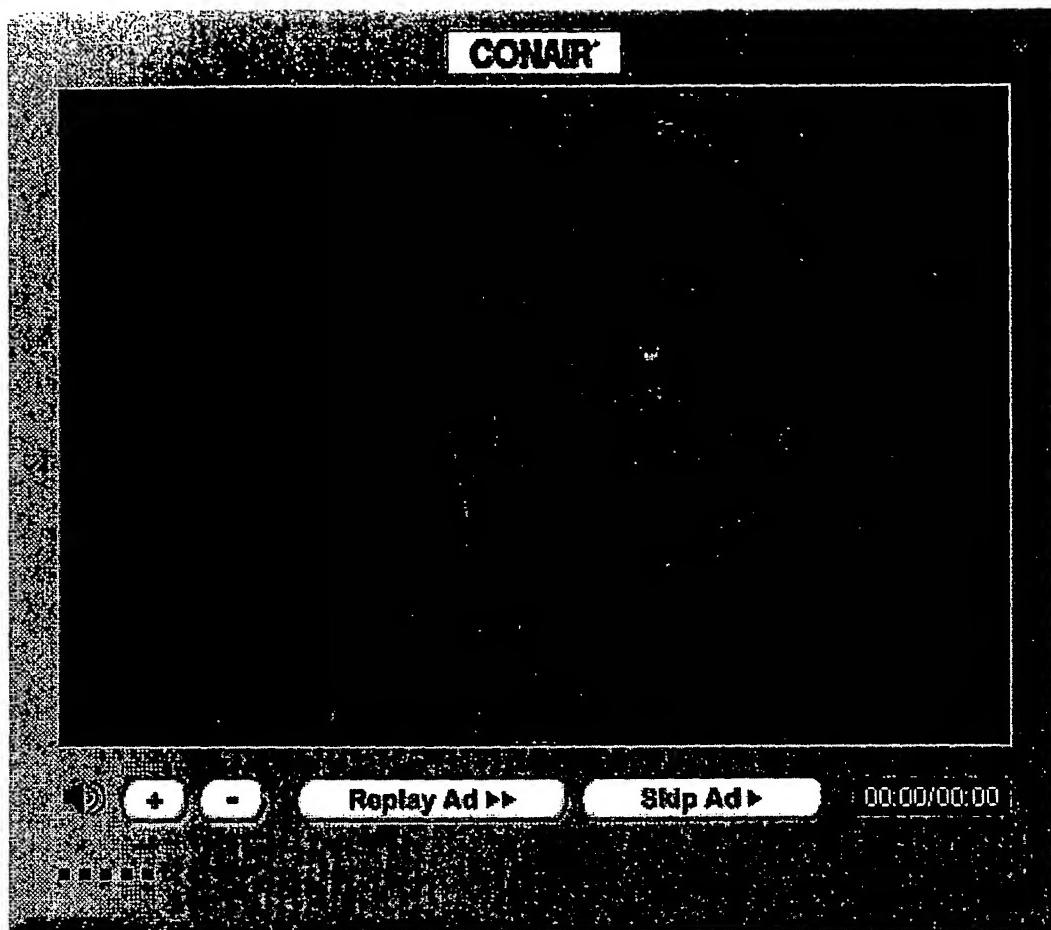


FIG. 50510

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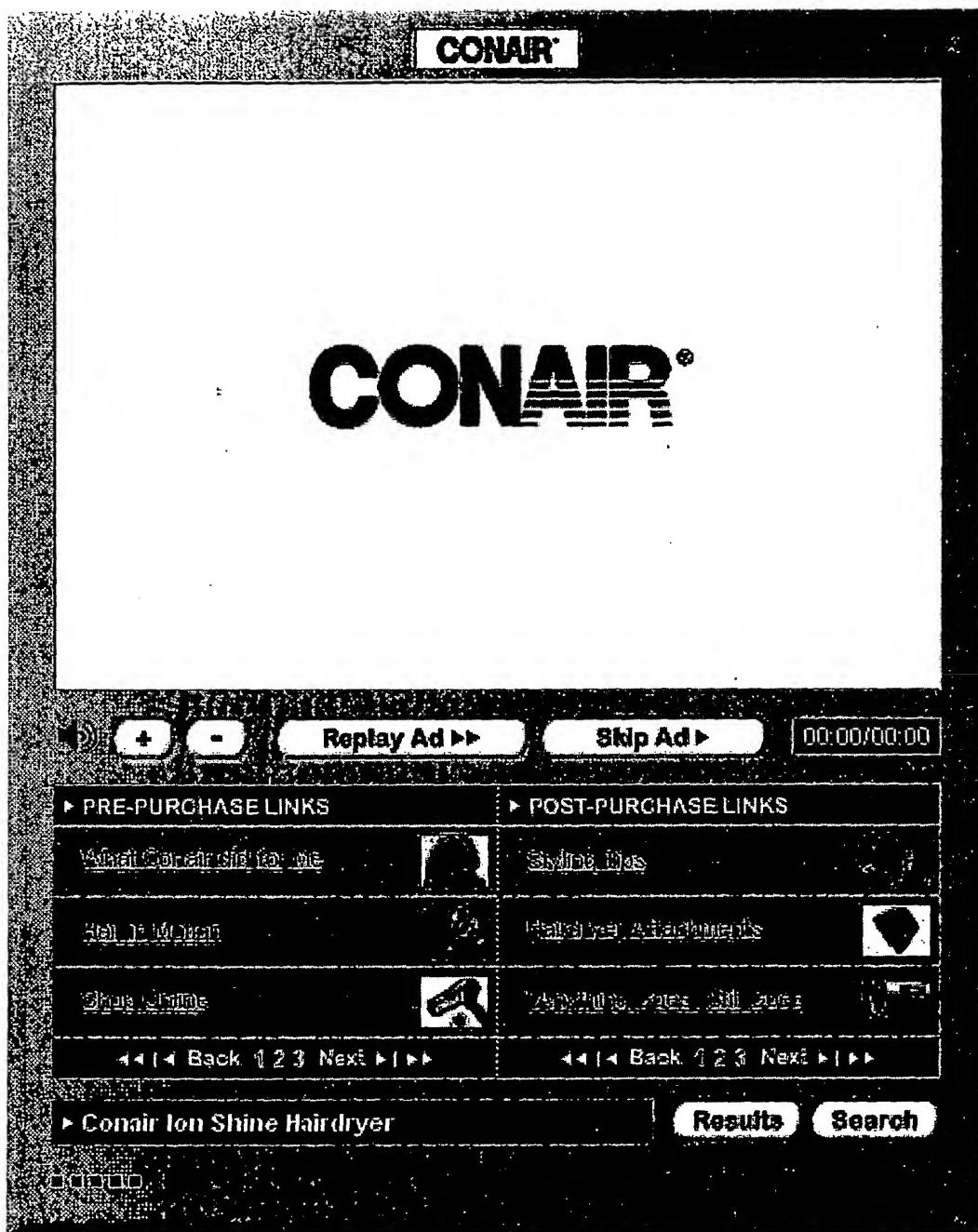


FIG. 50511

739/939

CONAIR

PRODUCTS MARKET PLACE CUSTOMER CARE

Ion Shine
Model 148i



Ion Shine Hair Dryer
Currently in stock.
Typically ships within 24 hours.
Item # CON 148i 20% OFF
Price: \$ 29.99
Promo price: \$ 23.99

Add to Cart Email a Friend

Features:
- 1875 Watts of Drying Power
- Full Size
- Ionic Device
- Quiet Tone Motor
- 2 Heat/Speed Settings
- Cool Shot Button

Replay Ad ► Skip Ad ► 00:00/00:00

► PRE-PURCHASE LINKS ► POST-PURCHASE LINKS

[Wanted: Conair hair dryer for sale](#) [Saving Money](#)

[Get it button](#) [Handkover Stickaberto](#)

[Shop Online](#)  [Anything, Anything, I'll accept](#)

◀ ▶ Back 1 2 3 Next ▶ ▶

◀ ▶ Back 1 2 3 Next ▶ ▶

Shop Online ***** RATING 5 Vote Search

FIG.50 J12

Brandkey™
... deliver

Install Service-Provider-Specific Virtual Kiosks

Control Panel for Installing Service-Provider-Specific Virtual Kiosks

■ Client Account: DISNEY

Client Account No: 7145001

Text: R.135

Standard Demonstration Mode

740/939

FIG. 50K

Brandkey™
... deliver

Install Service-Provider-Specific Virtual Kiosks
Select Virtual Kiosk's License Agreement
Installation Information | Download Virtual Kiosk Tag

Select Service-Provider-Specific Virtual Kiosks

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The following Service-Provider-Specific Virtual Kiosks are available for Installation. Select the Service-Provider-Specific Virtual Kiosks you wish to Install by checking the Install checkbox. -- for everyone

If there are Service-Provider-Specific Virtual Kiosks available for more than one Service Provider, then the Service-Provider-Specific Virtual Kiosks shall be sorted by Service Provider name. Click "A" to view Service-Provider-Specific Virtual Kiosks from Service Providers beginning with the letter "A", etc. -- for only consumers

Click Next to Install the selected Service-Provider-Specific Virtual Kiosks. -- for everyone

Click Search to search for the Service-Provider-Specific Virtual Kiosks associated with a particular Service Provider. -- for only consumers. Below the alphabet bar is also only for consumers. Below the Search button also shall only be visible for consumers.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z |

1 1 1 2 1 3 1 4 1 5 1 6 1 7 1 8 1 9 1 0 1

Service Provider Name	S-P-S Virtual Kiosk Serial Number	S-P-S Virtual Kiosk Name	Launch Environment	Installation Language	Currently Installed	Install
Service Provider Name 1	0900989098-88	Virtual Kiosk Name 1	Deployment Environment 1	Installation language	Currently Installed	<input type="checkbox"/>
Service Provider Name 2	0900989098-88	Virtual Kiosk Name 2	Deployment Environment 2	Installation language	Currently Installed	<input type="checkbox"/>
Service Provider Name 3	0900989098-88	Virtual Kiosk Name 3	Deployment Environment 3	Installation language	Currently Installed	<input type="checkbox"/>
Service Provider Name 4	0900989098-88	Virtual Kiosk Name 4	Deployment Environment 4	Installation language	Currently Installed	<input type="checkbox"/>
Service Provider Name 5	0900989098-88	Virtual Kiosk Name 5	Deployment Environment 5	Installation language	Currently Installed	<input type="checkbox"/>

◀◀ | ▲ Back | 1 2 3 4 5 | Next ▶ ▶▶

Fig. 50 LI

[Saarrh,] [Next]

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Install Service-Provider-Specific Virtual Kiosks
Select Virtual Kiosks | License Agreement | Installation Information | Download Virtual Kiosk Tag

Search for Service Provider?

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Search for the Service Provider whose Service Provider-Specific Virtual Kiosks you wish to install. Click Next to initiate the Service Provider search.

Search for:

Search by: Service Provider Name

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Control Panel for Installing Service-Provider-Specific Virtual Kiosks

Standard Demonstration Mode

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Control Panel for Installing Service-Provider-Specific Virtual Kiosks

[Install Service-Provider-Specific Virtual Kiosks](#)

[Select Virtual Kiosks](#) | [License Agreement](#) | [Installation Location Information](#) | [Download Virtual Kiosk Tag](#)

Select a Service Provider:

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The following Service Providers matched your search criteria and have Service-Provider-Specific Virtual Kiosks available to install. Click on the Service Provider Name to view Service-Provider-Specific Virtual Kiosks for the selected Service Provider.

Service Provider Name	Service Provider Identification Number (SPIN)	No. of Virtual Kiosks
Service Provider Name_1	SPIN 1	Virtual Kiosk No 1
Service Provider Name_1	SPIN 1	Virtual Kiosk No 2
Service Provider Name_1	SPIN 1	Virtual Kiosk No 3
Service Provider Name_1	SPIN 1	Virtual Kiosk No 4
Service Provider Name_1	SPIN 1	Virtual Kiosk No 5

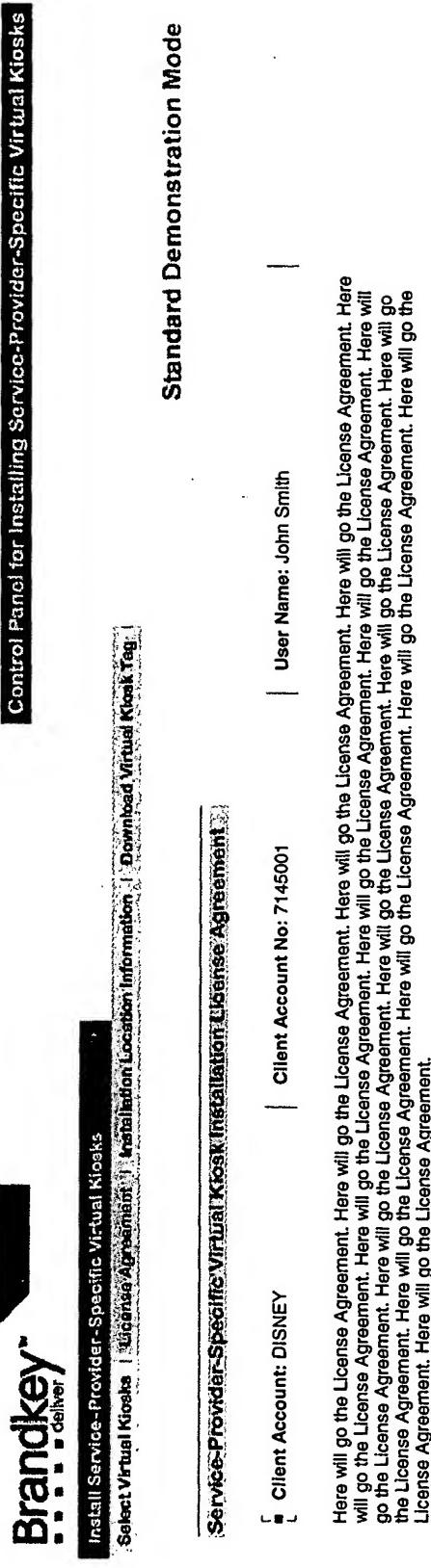
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FIG. 50 < 3

http://www.brandkeysystems.com/bk-deliver/m-install_service-provider-3.html
file:///E:/www/brandkey/bk_deliver/TMP/gsavesfb3.htm

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Agree
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FIG. 5014



Install Service-Provider-Specific Virtual Kiosks
Select Virtual Kiosks | License Agreement | Installation Location Information | Download Virtual Kiosk Tag

Control Panel for Installing Service-Provider-Specific Virtual Kiosks

Update Installation Location Information

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The following information is required before you can download the installation files for the Service-Provider-Specific Virtual Kiosks. This information is used by Service Providers and their agents to better customize the Service-Provider-Specific Virtual Kiosks for your needs.

User Name:

Installation Domain:

Physical Location:

City:

State:

Zip/Postal Code:

Country:

Purpose of Installation:

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F1Q, 50L5

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Control Panel for Installing Service Provider-Specific Virtual Kiosks

Install Service-Provider-Specific Virtual Kiosks

Select Virtual Kiosk | License Agreement | Installation Location Information | Download Virtual Kiosk Tag

Standard Demonstration Mode

Download Virtual Kiosk Tags

Client Account:	User Name:
DISNEY	John Smith

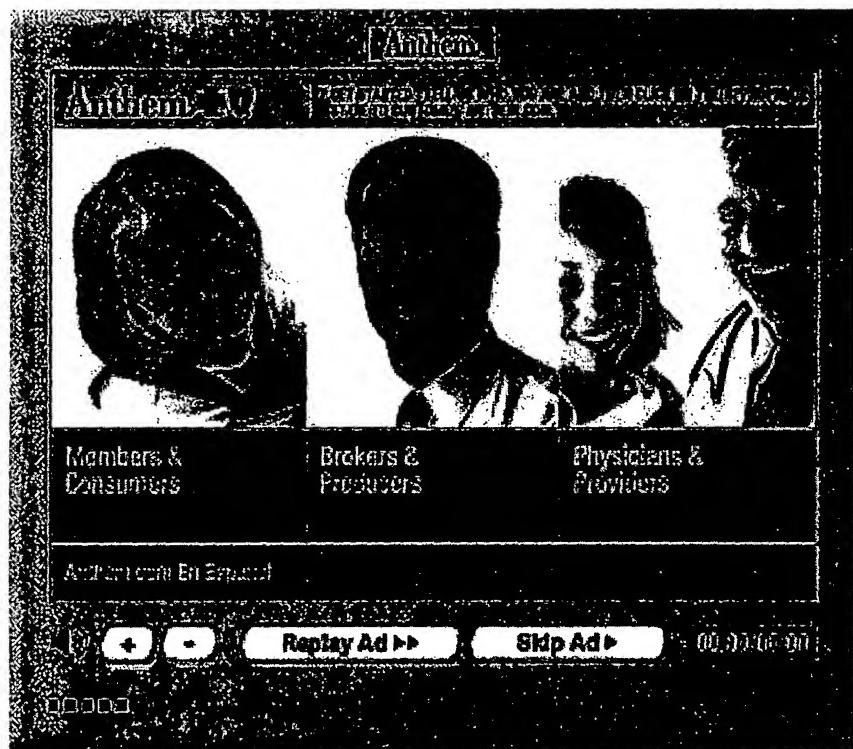
The setup files for the following Service-Provider-Specific Virtual Kiosk(s) have been prepared. You have selected Service-Provider-Specific Virtual Kiosk(s) that are Launchable from the following environments.

Launch Environment	Selected
HTML-Embedded Default Logo	✓
HTML-Embedded Document	✗
HTML-Encoded Image	✓
HTML-Encoded Desktop Icon	✓

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Fig. 5016

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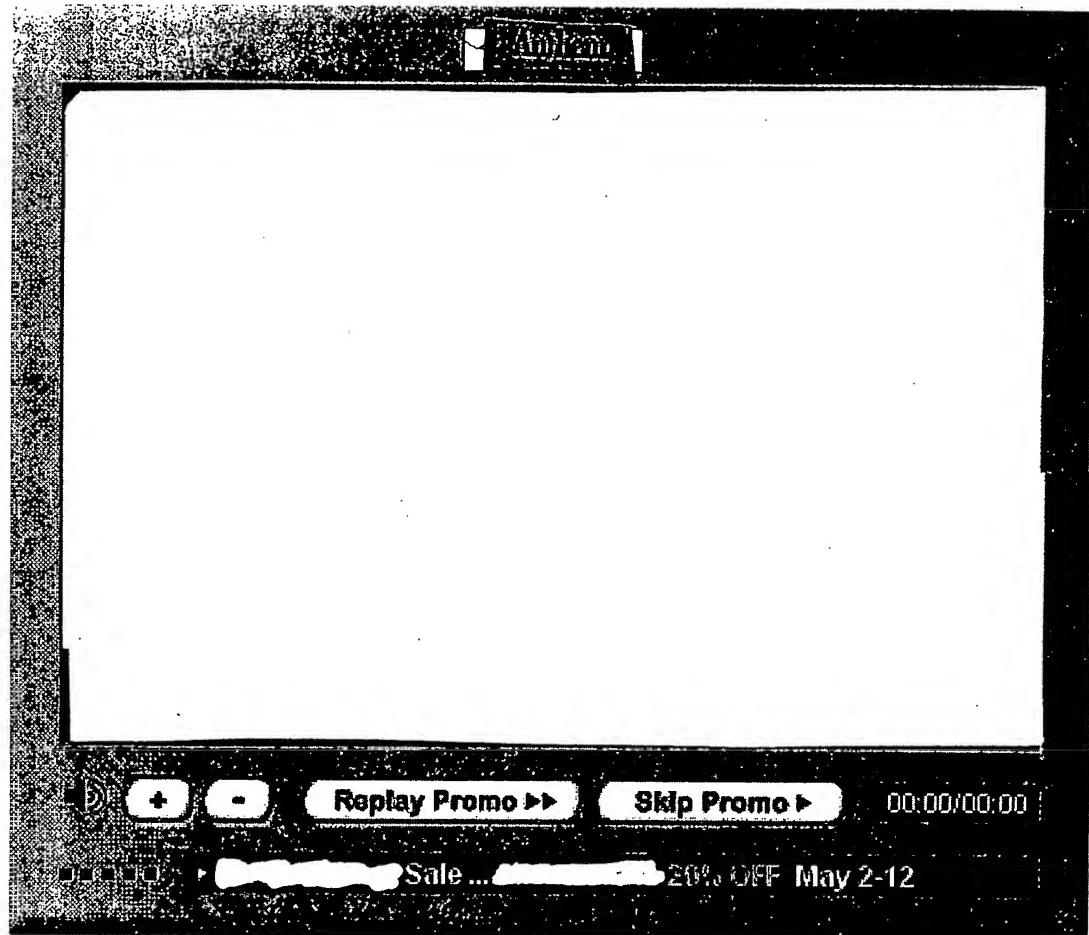


FIG.50G2

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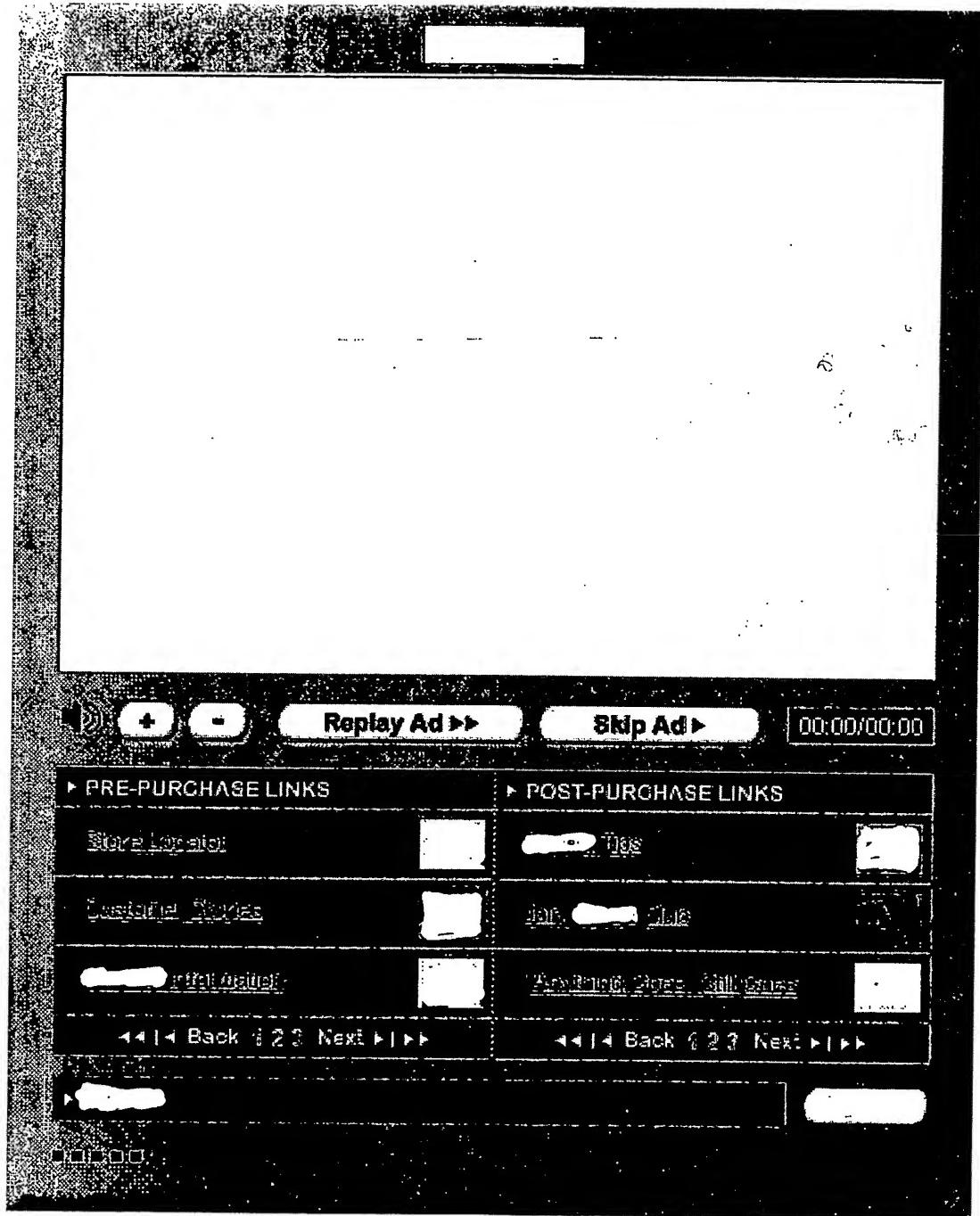


FIG50G3

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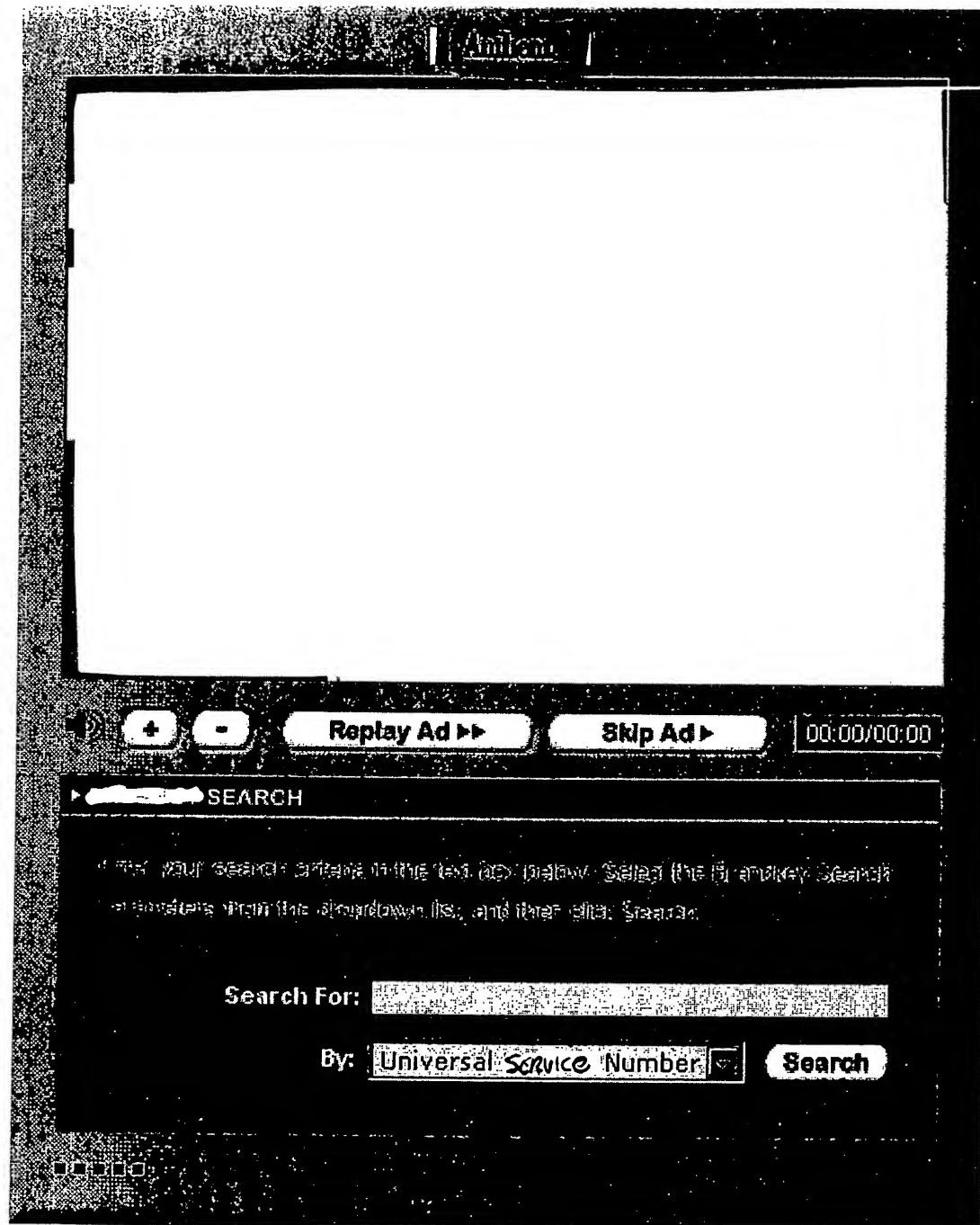


FIG. 506 \$ 4



Install Retailer-Specific Virtual Kiosks

Control Panel for Installing Retailer-Specific Virtual Kiosks

Client Account: DISNEY

Client Account No: 7145001

Text: R.135

User Name: John Smith

Standard Demonstration Mode

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Install Retailer-Specific Virtual Kiosks
 Select Virtual Kiosks EULA Agreement
 Installation Location Information Download Virtual Kiosk Tag

Select Retailer-Specific Virtual Kiosks

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The following Retailer-Specific Virtual Kiosks are available for Installation. Select the Retailer-Specific Virtual Kiosks you wish to Install by checking the Install checkbox. -- for everyone

If there are Retailer-Specific Virtual Kiosks available for more than one Retailer, then the Retailer-Specific Virtual Kiosks shall be sorted by Retailer name. Click 'A' to view Retailer-Specific Virtual Kiosks from Retailers beginning with the letter 'A', etc. -- for only consumers

Click Next to install the selected Retailer-Specific Virtual Kiosks. -- for everyone

Click Search to search for the Retailer-Specific Virtual Kiosks associated with a particular Retailer. -- for only consumers. Below the alphabet bar is also only for consumers. Below the Search button also shall only be visible for consumers.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z I

Retailer Name	R-S Virtual Kiosk Serial Number	R-S Virtual Kiosk Name	Launch Environment	Installation Language	Currently Installed	Install
Retailer Name 1	0900989098-88	Virtual Kiosk Name 1	Deployment Environment 1	Installation language	Currently Installed	<input type="checkbox"/>
Retailer Name 2	0900989098-88	Virtual Kiosk Name 2	Deployment Environment 2	Installation language	Currently Installed	<input type="checkbox"/>
Retailer Name 3	0900989098-88	Virtual Kiosk Name 3	Deployment Environment 3	Installation language	Currently Installed	<input type="checkbox"/>
Retailer Name 4	0900989098-88	Virtual Kiosk Name 4	Deployment Environment 4	Installation language	Currently Installed	<input type="checkbox"/>
Retailer Name 5	0900989098-88	Virtual Kiosk Name 5	Deployment Environment 5	Installation language	Currently Installed	<input type="checkbox"/>

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Install Retailer-Specific Virtual Kiosks
Select Virtual Kiosk Location
Download Virtual Kiosk Tag
Retailer Information
Retailer Agreement

Control Panel for Installing Retailer-Specific Virtual Kiosks

Standard Demonstration Mode

Search for Vendor

Client Account No: 7145001 | User Name: John Smith

Search for the Vendor whose Retailer-Specific Virtual Kiosks you wish to install. Click Next to initiate the Vendor search.

Search for:

Search by: Vendor Name

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Fig. 50 02



[Install Retailer-Specific Virtual Kiosks](#)

[Select Virtual Kiosks](#) | [License Agreement](#) | [Installation Information](#) | [Download Virtual Kiosk Template](#)

Select a Vendor:

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The following Vendors matched your search criteria and have Retailer-Specific Virtual Kiosks available to install. Click on the Vendor Name to view Retailer-Specific Virtual Kiosks for the selected Vendor.

Vendor Name

Vendor Name 1
Vendor Name 2
Vendor Name 3
Vendor Name 4
Vendor Name 5

No. of Virtual Kiosks

MIN 1	Virtual Kiosk No 1
MIN 2	Virtual Kiosk No 2
MIN 3	Virtual Kiosk No 3
MIN 4	Virtual Kiosk No 4
MIN 5	Virtual Kiosk No 5

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Control Panel for Installing Retailer-Specific Virtual Kiosks

Standard Demonstration Mod

[Back](#)

FIG. 5003

http://www.brandkeysystems.com/bk-deliver/m-install_retailer-3.html
 file:///E:/www/brandkeysystems/bk-deliver/m-install_retailer-3.html

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Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Here will go the License Agreement. Here will go the License Agreement.

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Install Retailer-Specific Virtual Kiosks
Select Virtual Kiosks | License Agreement | Installation Location Information | Download Virtual Kiosk Tag

Update Installation Location Information

Client Account: DISNEY User Name: John Smith

The following information is required before you can download the installation files for the Retailer-Specific Virtual Kiosks. This information is used by Vendors and their agents to better customize the Retailer-Specific Virtual Kiosks for your needs.

User Name:

Installation Domain:

(e.g. www.virtualkioskslaunchsite.com)

Physical Location:

City:

State: -- Select One --

Zip/Postal Code:

Country: United States

Purpose of Installation:

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Standard Demonstration Mode

Download Virtual Kiosk Tags

Client Account: DISNEY | User Name: John Smith

The setup files for the selected Retailer-Specific Virtual Kiosk(s) have been prepared. You have selected Retailer-Specific Virtual Kiosk(s) that are launchable from the following environments.

Launch Environment	Selected
HTML-Embedded Default Logo	✓
HTML-Embedded Document	✗
HTML-Encoded Image	✓
HTML-Encoded Desktop Icon	✓

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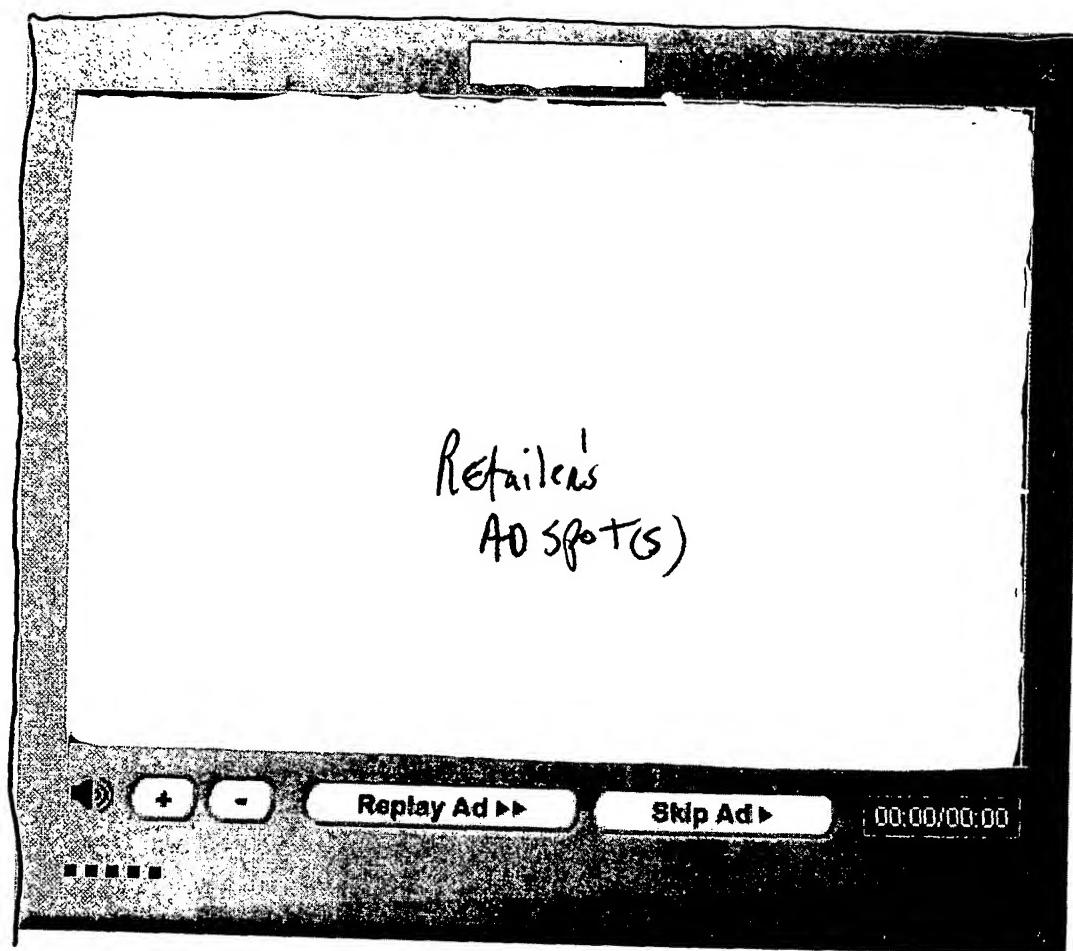


FIG.50.P1

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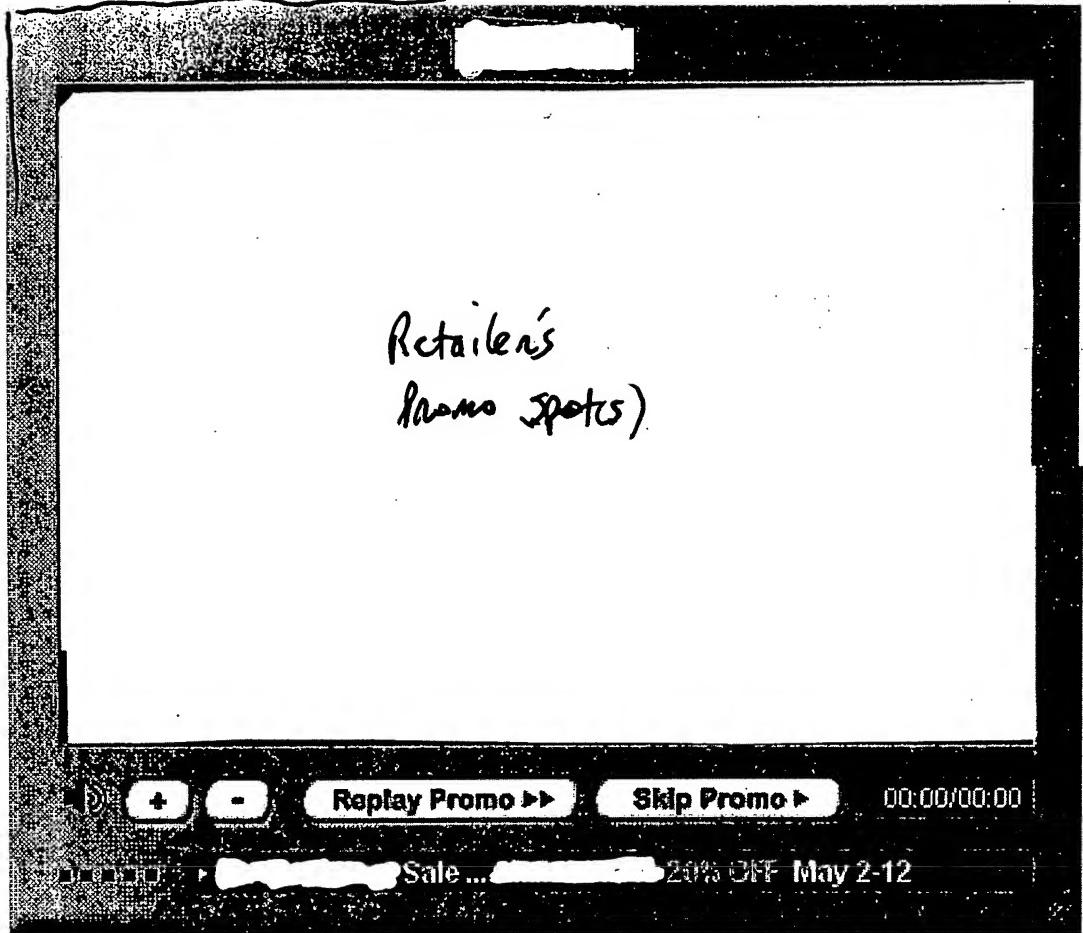


FIG. 50 P2

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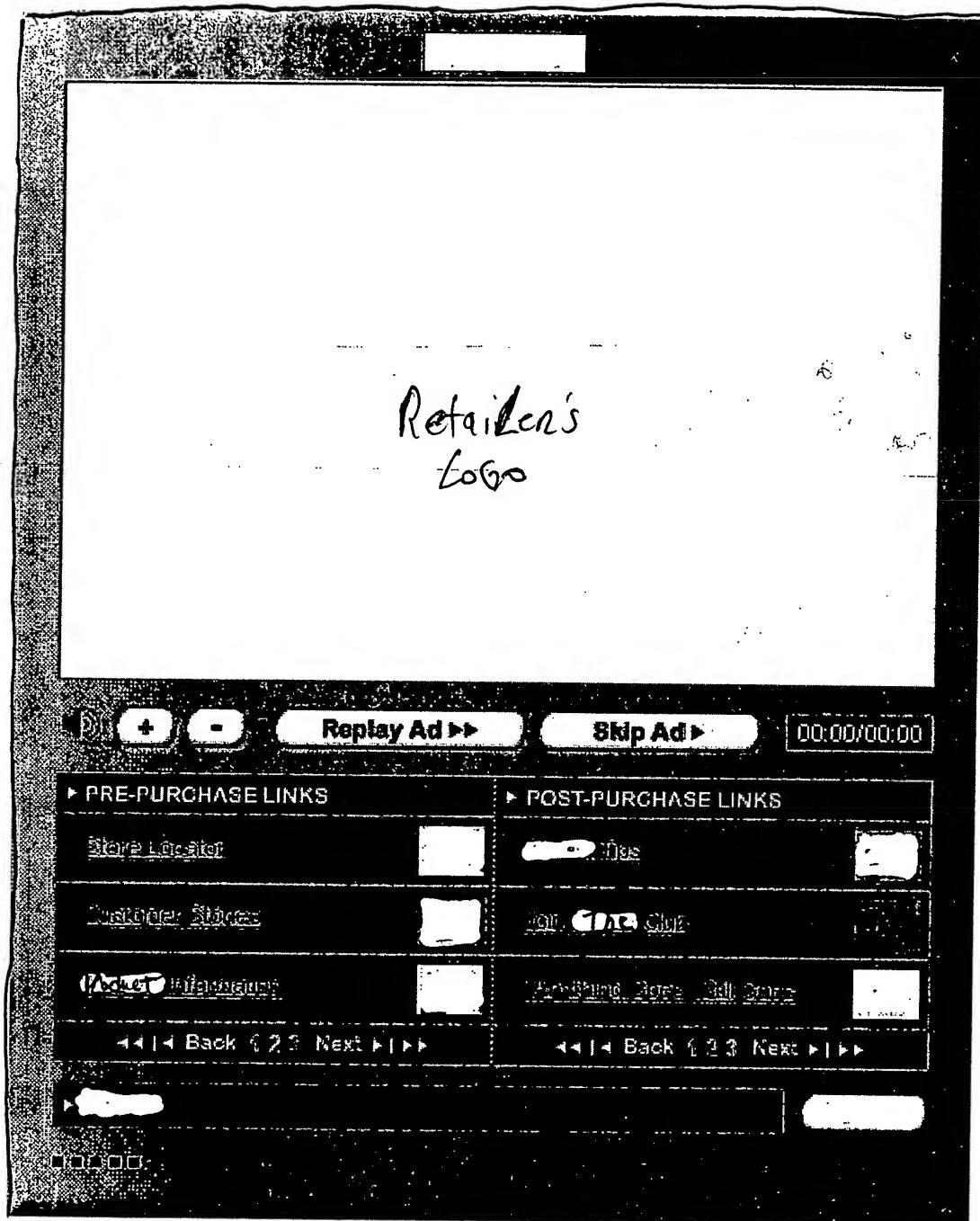


FIG. 50 P3

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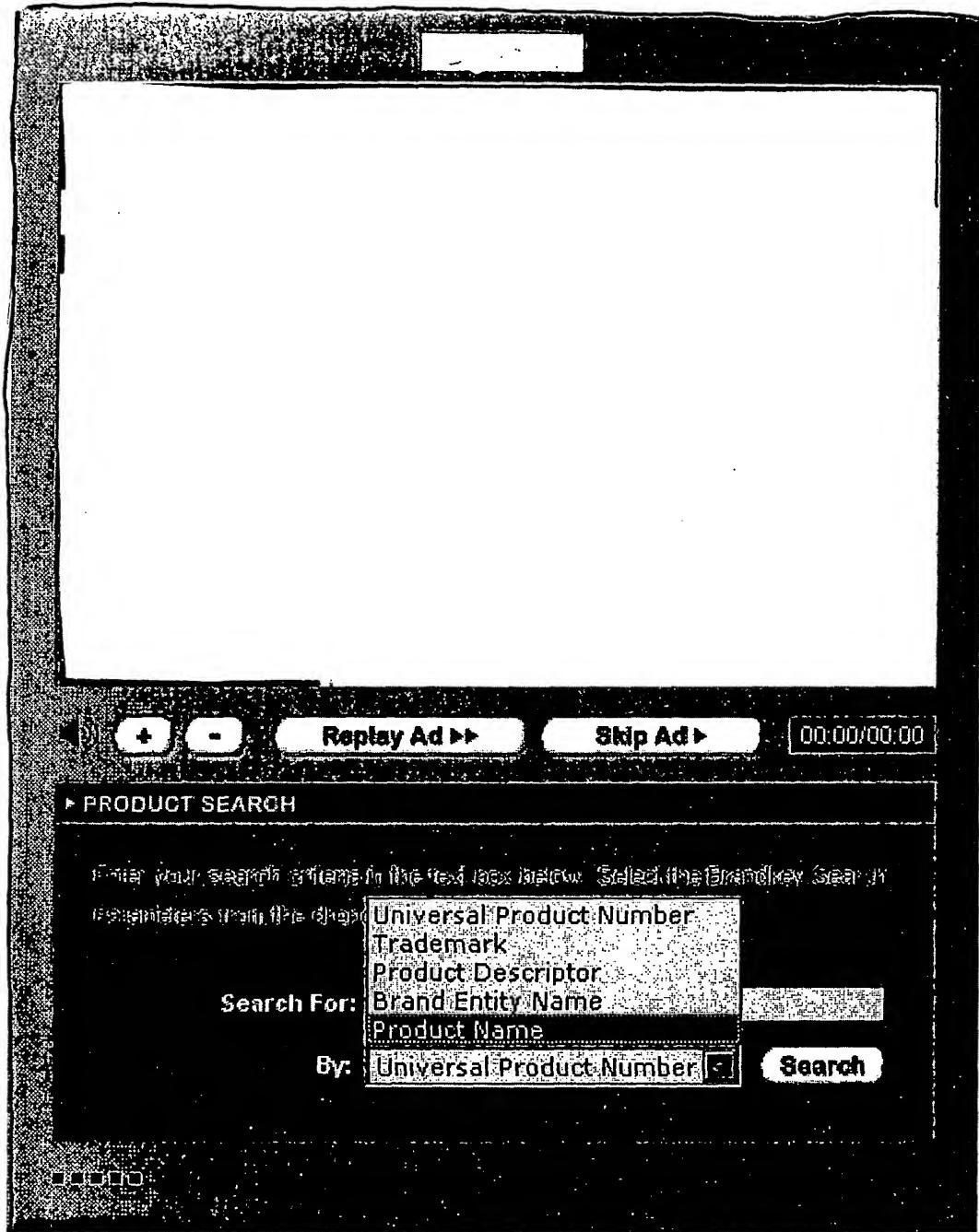


FIG. 50 P4

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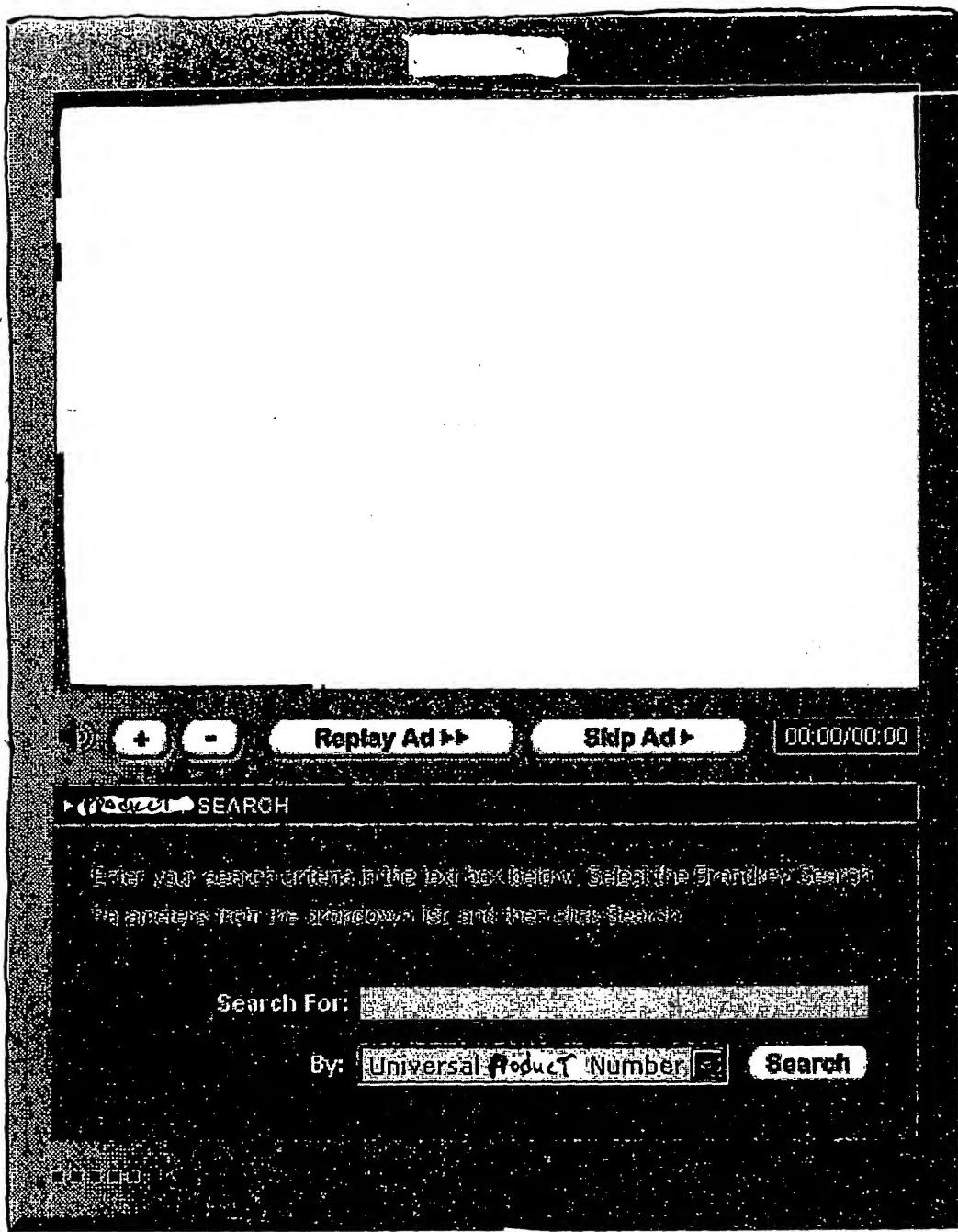


FIG. 50 P5

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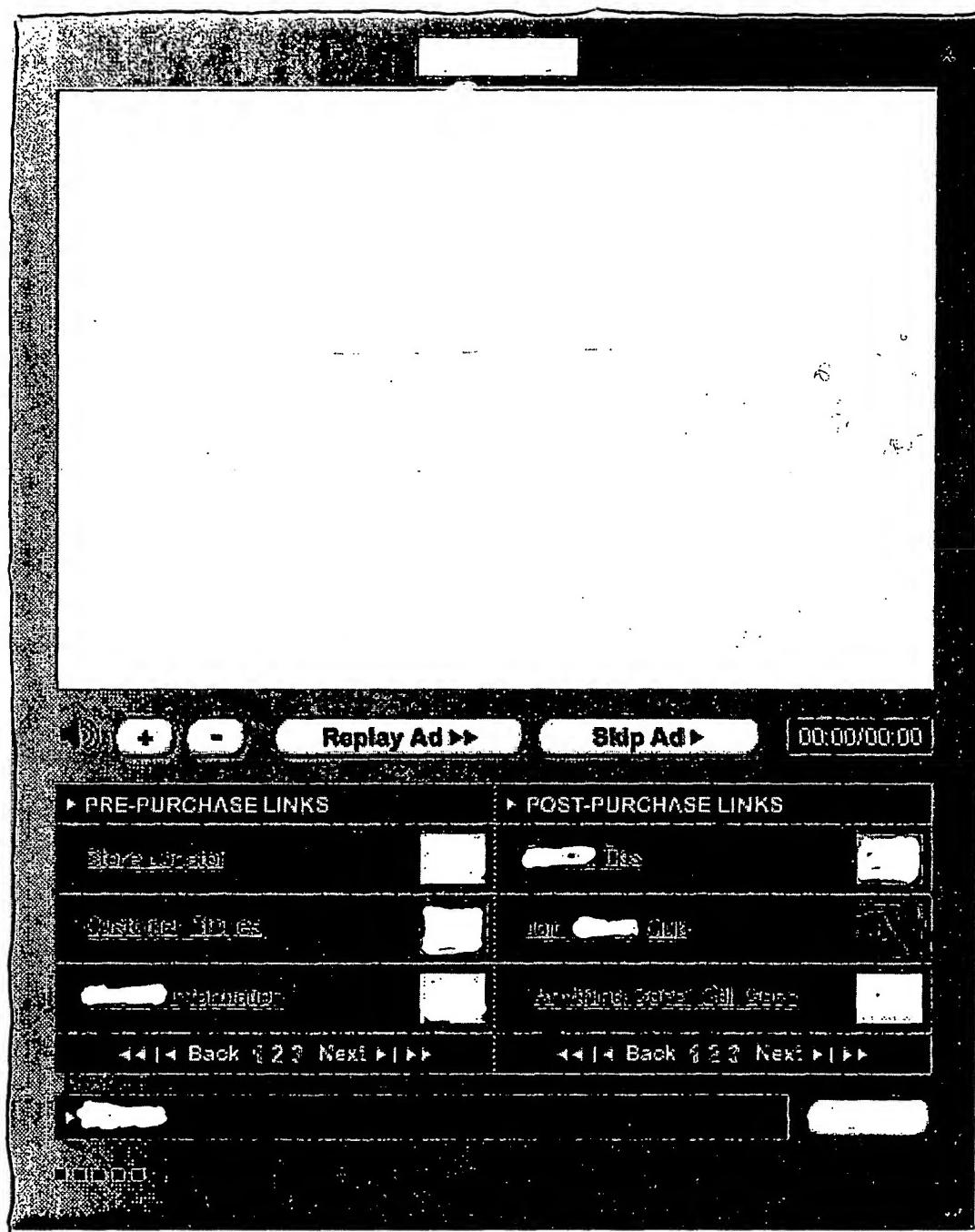


FIG. 50 P6



Control Panel for Installing Industry-Specific Virtual Kiosks

Client Account: DISNEY

Text: R.135

Client Account No: 7145001

Standard Demonstration Mode

Control Panel for Installing Industry-Specific Virtual Kiosks

User Name: John Smith

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FIG. 50 Q



Industry-Specific Virtual Kiosks
Select Virtual Kiosks | License Agreement | Installation Information | Download Virtual Kiosk Tag

Select Industry-Specific Virtual Kiosks

Client Account: DISNEY

Client Account No: 71450001

The following Industry-Specific Virtual Kiosks are available for Installation. Select the Industry-Specific Virtual Kiosks you wish to Install by checking the Install checkbox. -- for everyone

If there are Industry-Specific Virtual Kiosks available for more than one Industrialist, then the Industry-Specific Virtual Kiosks shall be sorted by Industrialist name. Click "A" to view Industry-Specific Virtual Kiosks from Industrialists beginning with the letter 'A', etc. -- for only consumers

Click Next to install the selected Industry-Specific Virtual Kiosks. -- for everyone

Click Search to search for the Industry-Specific Virtual Kiosks associated with a particular Industrialist. -- for only consumers. Below the alphabet bar is also only for consumers. Below the Search button also shall only be visible for consumers.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z |

P-S Virtual Kiosk Serial Number	P-S Virtual Kiosk Name	Launch Environment	Installation Language	Currently Installed	Install
Industrialist Name 1 0900989098-88	Virtual Kiosk Name 1 Deployment Environment 1		Installation language	Currently Installed	<input type="checkbox"/>
Industrialist Name 2 0900989098-88	Virtual Kiosk Name 2 Deployment Environment 2		Installation language	Currently Installed	<input type="checkbox"/>
Industrialist Name 3 0900989098-88	Virtual Kiosk Name 3 Deployment Environment 3		Installation language	Currently Installed	<input type="checkbox"/>
Industrialist Name 4 0900989098-88	Virtual Kiosk Name 4 Deployment Environment 4		Installation language	Currently Installed	<input type="checkbox"/>
Industrialist Name 5 0900989098-88	Virtual Kiosk Name 5 Deployment Environment 5		Installation language	Currently Installed	<input type="checkbox"/>

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Control Panel for Installing Industry-Specific Virtual Kiosks
Standard Demonstration Mode
[Search] [Next]

FIG. 50 R 1

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Install Industry-Specific Virtual Kiosks

Select Virtual Kiosk's License Agreement

Installation Location Information

Download Virtual Kiosk Tag

Standard Demonstration Mode

Search for Vendor

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Search for the Vendor whose Industry-Specific Virtual Kiosks you wish to Install. Click Next to initiate the Vendor search.

Search for:

Search by: Vendor Name

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F1G.50 R2

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Install Industry-Specific Virtual Kiosks
Select Virtual Kiosk | License Agreement | Installation Information | Download Virtual Kiosk Tag

Select a Vendor

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The following Vendors matched your search criteria and have Industry-Specific Virtual Kiosks available to Install. Click on the Vendor Name to view Industry-Specific Virtual Kiosks for the selected Vendor.

Vendor Name Vendor Identification Number (MIN)

Vendor Name 1	MIN 1
Vendor Name 2	MIN 2
Vendor Name 3	MIN 3
Vendor Name 4	MIN 4
Vendor Name 5	MIN 5

No. of Virtual Kiosks

Virtual Kiosk No 1
Virtual Kiosk No 2
Virtual Kiosk No 3
Virtual Kiosk No 4
Virtual Kiosk No 5

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FIG 50R3

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<http://www.brandkeysystems.com/bk-deliver/m-install/industry-3.html>
<http://www.brandkeysystems.com/bk-deliver/m-install/industry-3.html>

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Install Industry-Specific Virtual Kiosks

Select Virtual Kiosks | [Virtual Kiosk Management](#) | [Virtual Kiosk Information](#) | [Download Virtual Kiosk Tag](#)

Industry-Specific Virtual Kiosk Installation License Agreement

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Here will go the License Agreement. Here will go the License Agreement.

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[Back](#)

[Agree](#)

F1G.50R4



Install Industry-Specific Virtual Kiosks

[Select Virtual Kiosks](#) | [License Agreement](#) | [Installation Information](#) | [Download Virtual Kiosk Tag](#)**Standard Demonstration Mode****Update Installation Location Information** Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The following information is required before you can download the installation files for the Industry-Specific Virtual Kiosks. This information is used by Vendors and their agents to better customize the Industry-Specific Virtual Kiosks for your needs.

User Name:

Installation Domain:

(e.g. www.virtualkiosklaunchsite.com)

Physical Location:

City:

State:

 -- Select One --

Zip/Postal Code:

Country:

United States

Purpose of Installation:

[Redacted]

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FIG. 50R5

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Install Industry-Specific Virtual Kiosks
[Select Virtual Kiosks](#) | [License Agreement](#) | [Installation Location Information](#) | [Download Virtual Kodak Tag](#)

[Download Virtual Kiosk Tags](#)

Client Account: DISNEY

Client Account No: 7145001

The setup files for the selected Industry-Specific Virtual Kiosk(s) have been prepared. You have selected Industry-Specific Virtual Kiosk(s) that are Launchable from the following environments.

Launch Environment	Selected
HTML-Embedded Default Logo	✓
HTML-Embedded Document	✗
HTML-Encoded Image	✓
HTML-Encoded Desktop Icon	✓

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FIG. 50R6

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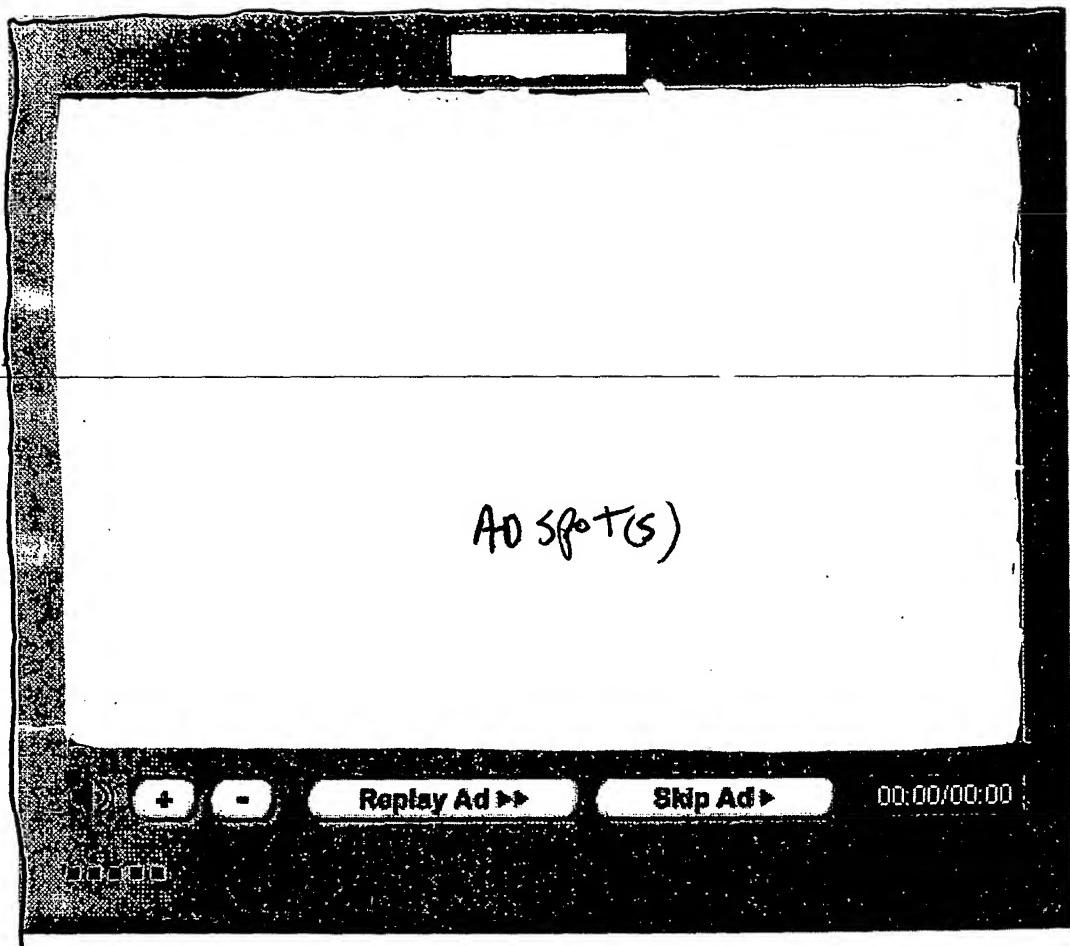


FIG.5051

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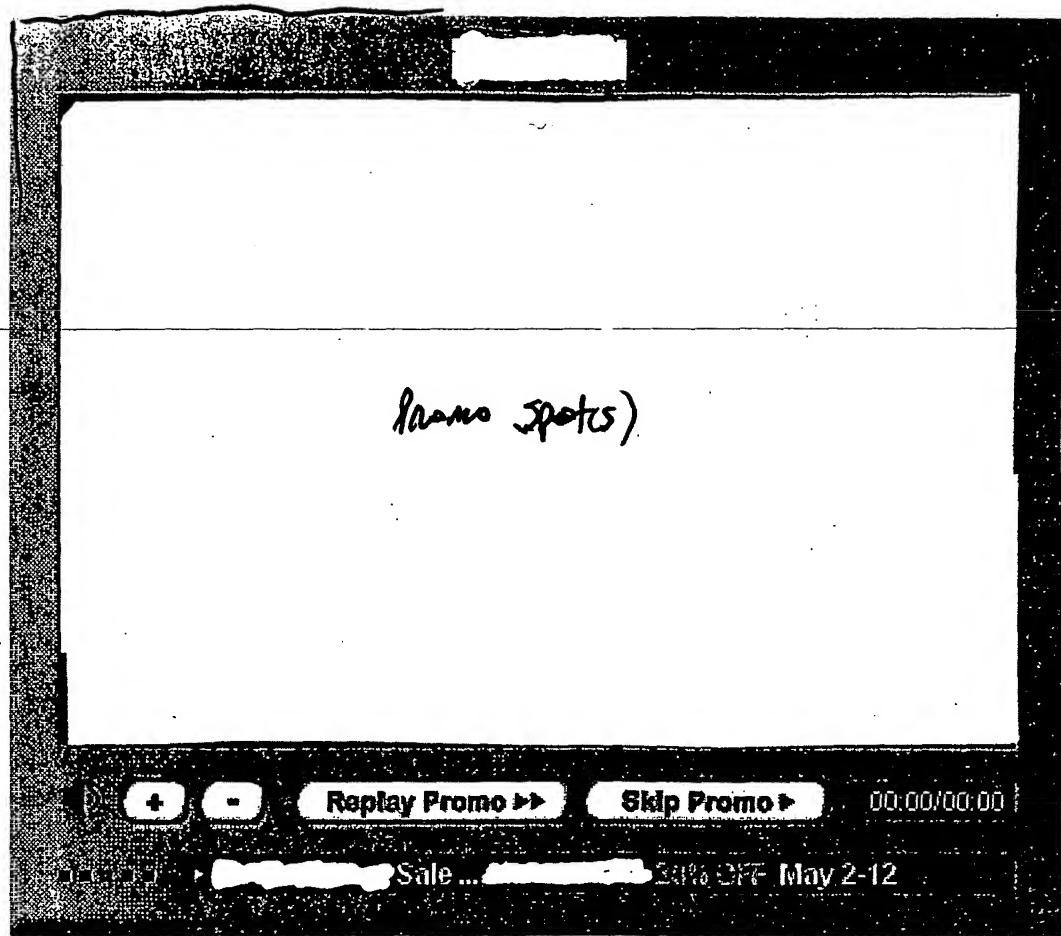


FIG. 50 S2

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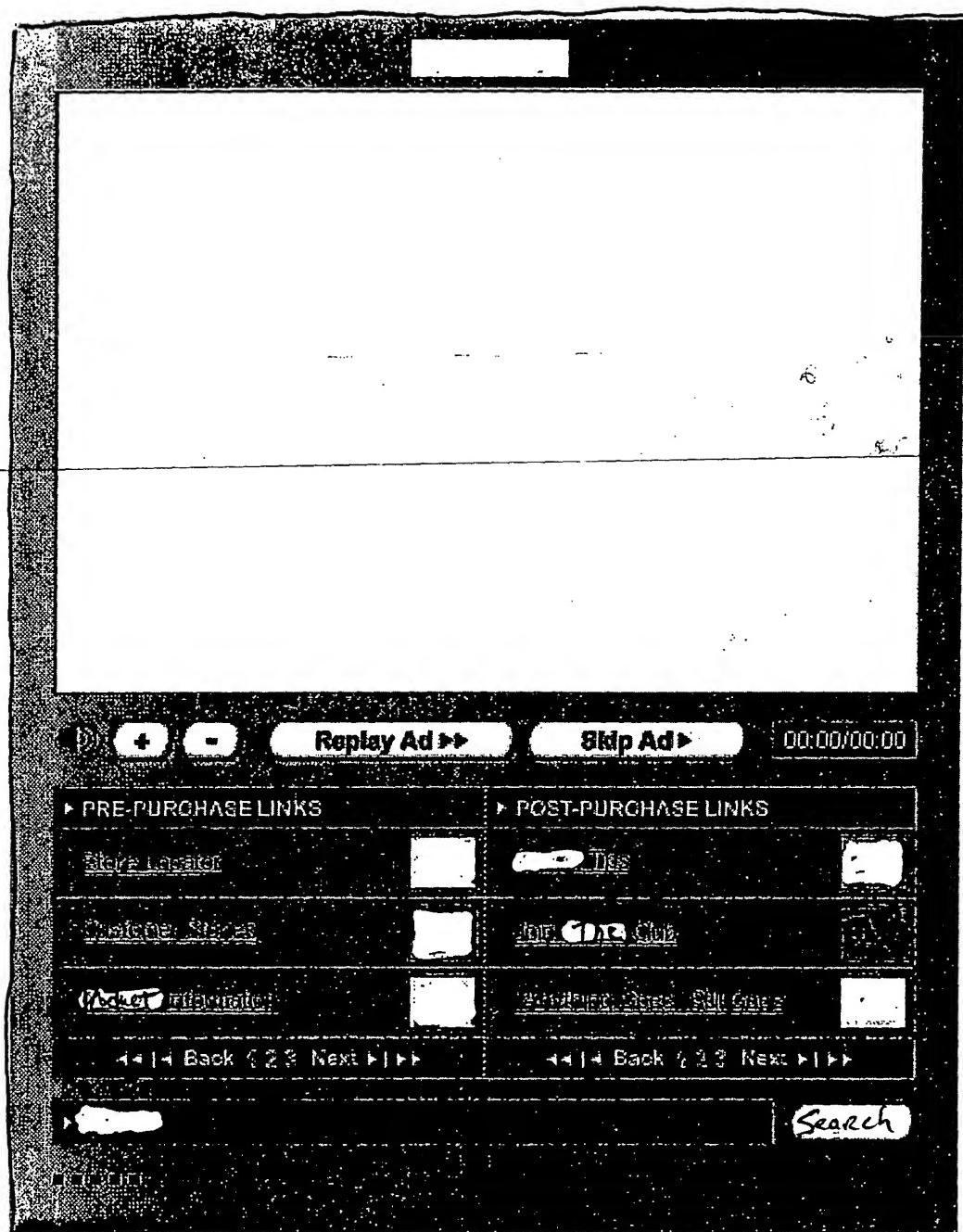


FIG. 50 53

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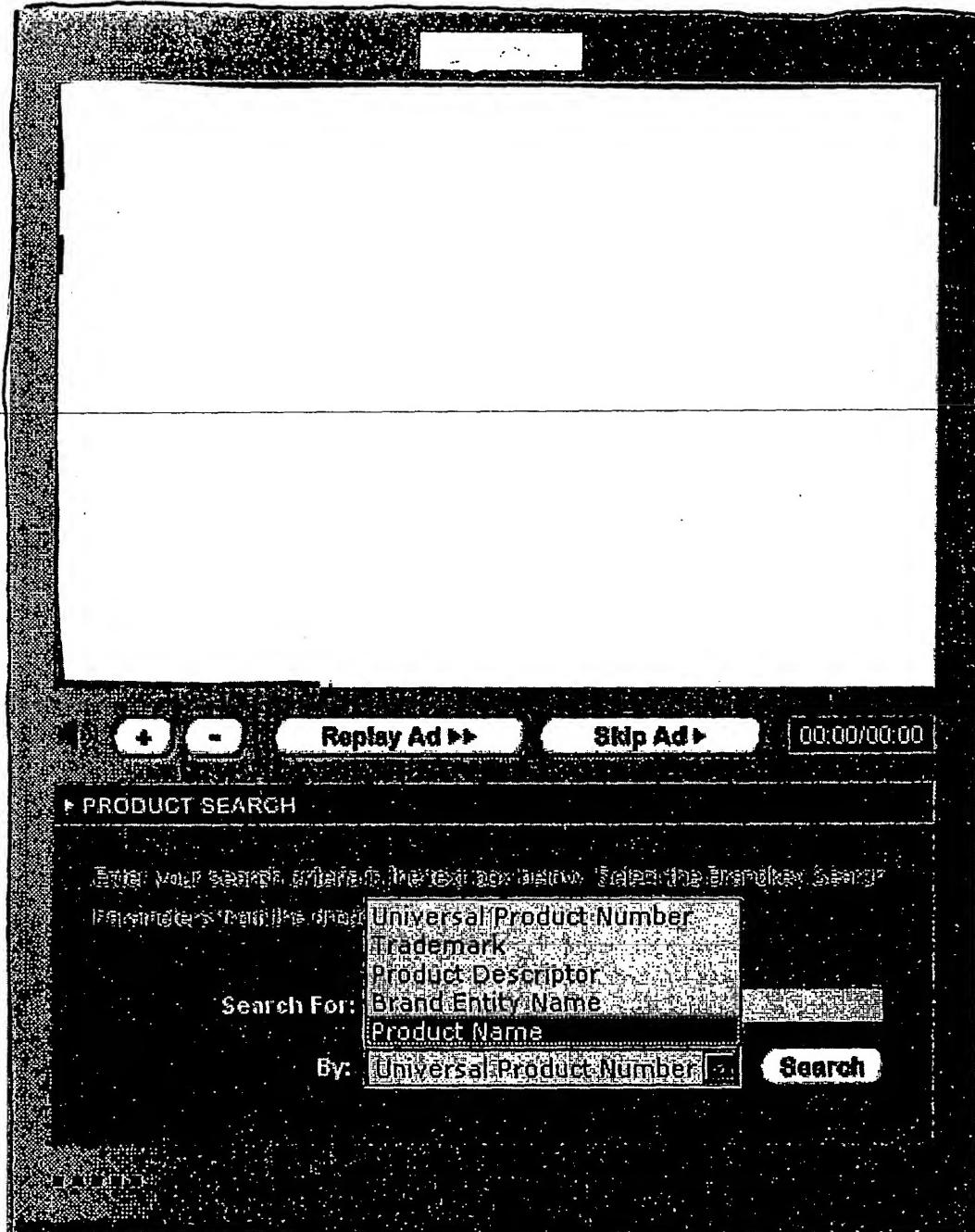


FIG. 50 54

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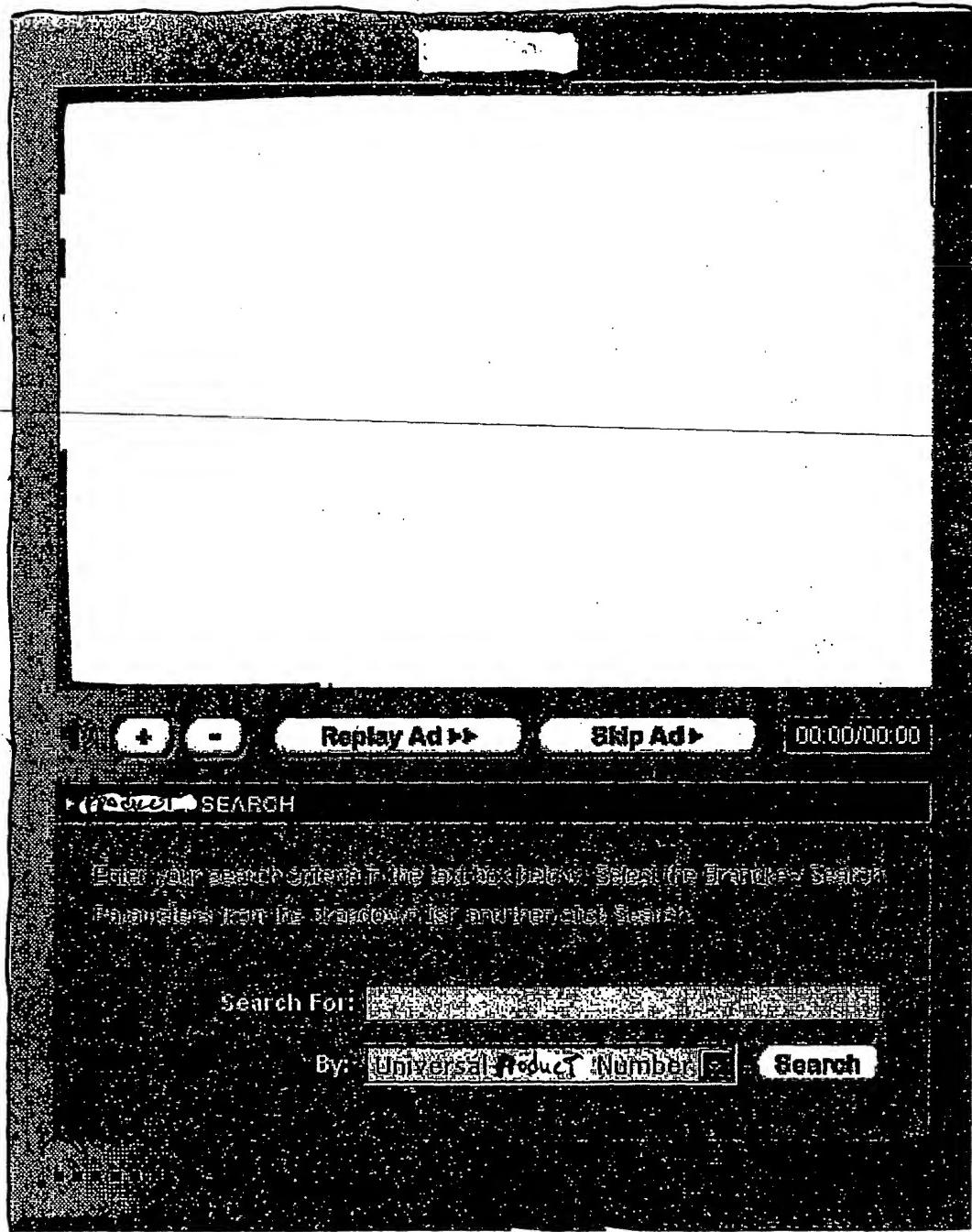


FIG. 50 S5

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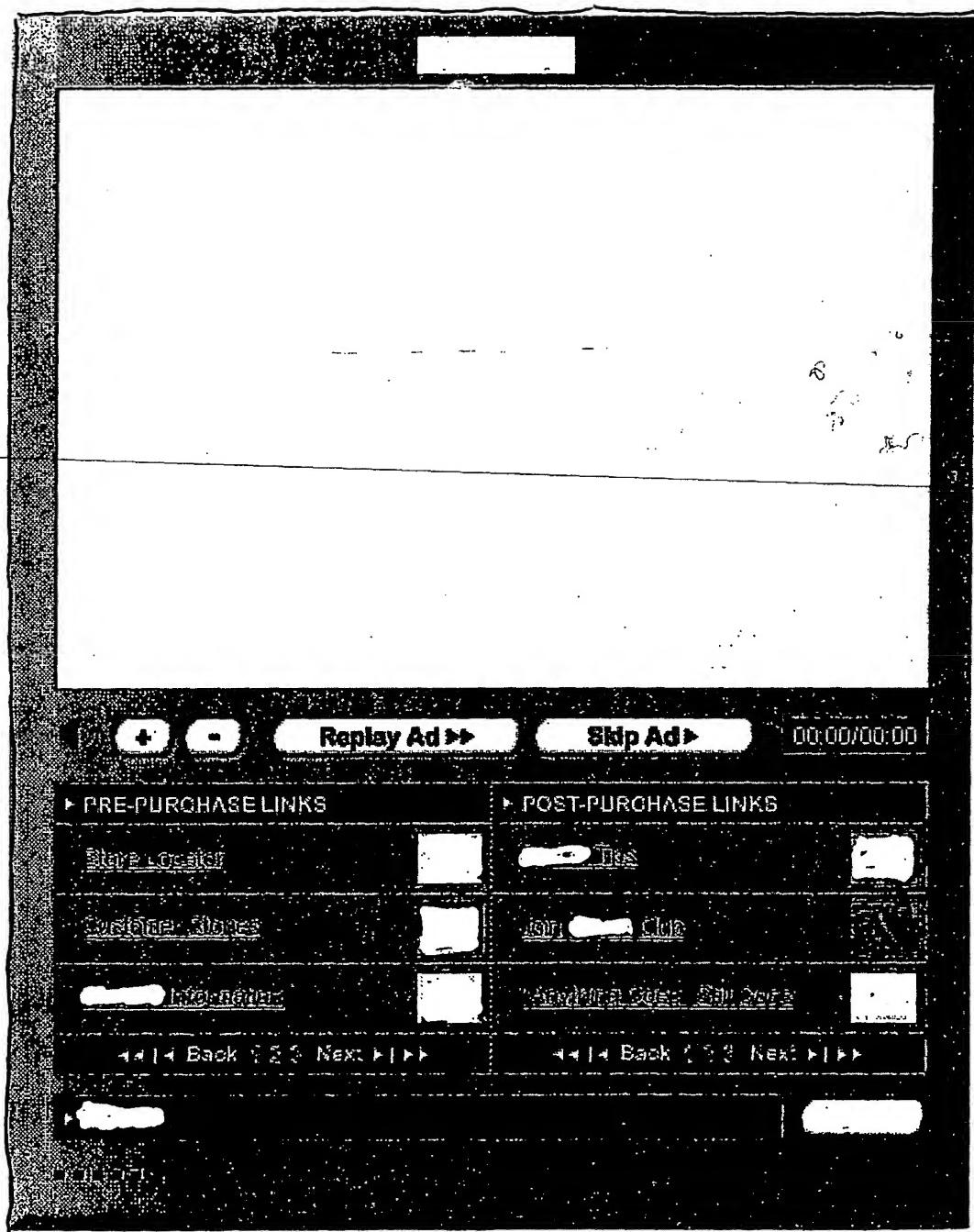


FIG. 5056



Control Panel for Installing Corporate-Specific Virtual Kiosks

Control Panel for Installing Corporate-Specific Virtual Kiosks

Client Account: DISNEY

Text: R.135

User Name: John Smith

Client Account No: 7145001

Standard Demonstration Mode

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FIG. 507



Install Corporate-Specific Virtual Kiosks

Select Virtual Kiosks | [License Agreement](#)Installation Information | [Location Information](#) | [Download Virtual Kiosk Tag](#)**Select Corporate-Specific Virtual Kiosks**

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The following Corporate-Specific Virtual Kiosks are available for Installation. Select the Corporate-Specific Virtual Kiosks you wish to Install by checking the Install checkbox. -- for everyone

If there are Corporate-Specific Virtual Kiosks available for more than one Vendor, then the Corporate-Specific Virtual Kiosks shall be sorted by Vendor name. Click 'A' to view Corporate-Specific Virtual Kiosks from Vendors beginning with the letter 'A', etc. -- for only consumers

Click Next to Install the selected Corporate-Specific Virtual Kiosks. -- for everyone

Click Search to search for the Corporate-Specific Virtual Kiosks associated with a particular Vendor. -- for only consumers. Below the alphabet bar is also only for consumers. Below the Search button also shall only be visible for consumers.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z |

P-S Virtual Kiosk Serial Number	P-S Virtual Kiosk Name	Launch Environment	Installation Language	Currently Installed	Install
Vendor Name 1 0900989098-88	Virtual Kiosk Name 1 1	Deployment Environment	Installation language	Currently Installed	<input type="checkbox"/>
Vendor Name 2 0900989098-88	Virtual Kiosk Name 2 2	Deployment Environment	Installation language	Currently Installed	<input type="checkbox"/>
Vendor Name 3 0900989098-88	Virtual Kiosk Name 3 3	Deployment Environment	Installation language	Currently Installed	<input type="checkbox"/>
Vendor Name 4 0900989098-88	Virtual Kiosk Name 4 4	Deployment Environment	Installation language	Currently Installed	<input type="checkbox"/>
Vendor Name 5 0900989098-88	Virtual Kiosk Name 5 5	Deployment Environment	Installation language	Currently Installed	<input type="checkbox"/>

◀◀ | ▲ Back: 1 2 3 4 5 | [Next ►►](#)

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Control Panel for Installing Corporate-Specific Virtual Kiosks

[Search](#) [Next](#)

Fig. 50 u1

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Install Corporate-Specific Virtual Kiosks

Select Virtual Kiosk

Licenses Agreement

Installation Location Information

Download Virtual Kiosk Tag

[Search for Vendor](#)

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Search for the Vendor whose Corporate-Specific Virtual Kiosks you wish to install. Click Next to initiate the Vendor search.

Search for:

Search by: Vendor Name

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Control Panel for Installing Corporate-Specific Virtual Kiosks

Standard Demonstration Mode

Back Next

F/G 5042

Brandkey
deliver

Install Corporate-Specific Virtual Kiosks
Select Virtual Kiosk
License Agreement
Installation Location Information
Download Virtual Kiosk Tag

Select a Vendor

Client Account: DISNEY

client Account No: 7145001

User Name: John Smith

The following Vendors matched your search criteria and have Corporate-Specific Virtual Kiosks available to install. Click on the Vendor Name to view Corporate-Specific Virtual Kiosks for the selected Vendor.

Vendor Name

Vendor Name 1

MIN 1

Vendor Name 2

MIN 2

Vendor Name 3

MIN 3

Vendor Name 4

MIN 4

Vendor Name 5

MIN 5

No. of Virtual Kiosks

Virtual Kiosk No 1

Virtual Kiosk No 2

Virtual Kiosk No 3

Virtual Kiosk No 4

Virtual Kiosk No 5

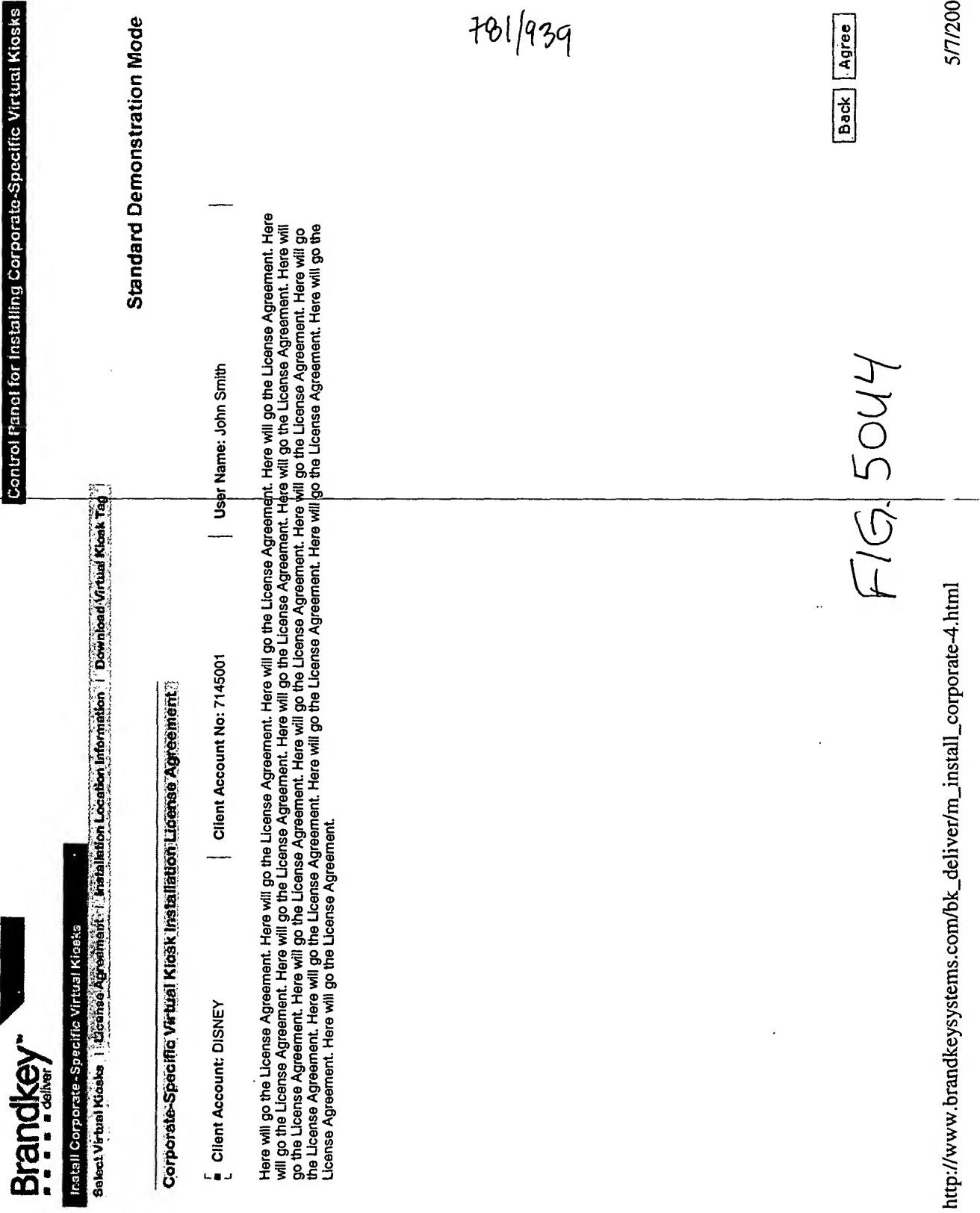
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FIG. 50U3

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http://www.brandkeysystems.com/bk_deliver/m/install_corporate-3.html
http://www.brandkeysystems.com/bk_deliver/m/install_corporate-3.html

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Brandkey™Install Corporate-Specific Virtual Kiosks
Select Virtual Kiosks | License Agreement | Installation Location Information | Download Virtual Kiosk Tag**Control Panel for Installing Corporate-Specific Virtual Kiosks**Update Installation Location Information Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

The following information is required before you can download the installation files for the Corporate-Specific Vendors and their agents to better customize the Corporate-Specific Virtual Kiosks for your needs.

User Name:

Installation Domain:
(e.g. www.virtualkiosksite.com)

Physical Location:

City:

State:
-- Select One --

Zip/Postal Code:

Country:

United States

Purpose of Installation:

 Back Next

FIG.5045



Install Corporate-Specific Virtual Kiosks
Select Virtual Kiosks | License Agreement | Installation Location Information | Download Virtual Kiosk Tags

[Download Virtual Kiosk Tags](#)

Client Account: DISNEY

client Account No: 7145001

User Name: John Smith

The setup files for the selected Corporate-Specific Virtual Kiosk(s) have been prepared. You have selected corporate-Specific Virtual Kiosk(s) that are Launchable from the following environments.

Launch Environment	Selected
HTML-Embedded Default Logo	✓
HTML-Embedded Document	✗
HTML-Encoded Image	✓
HTML-Encoded Desktop Icon	✓

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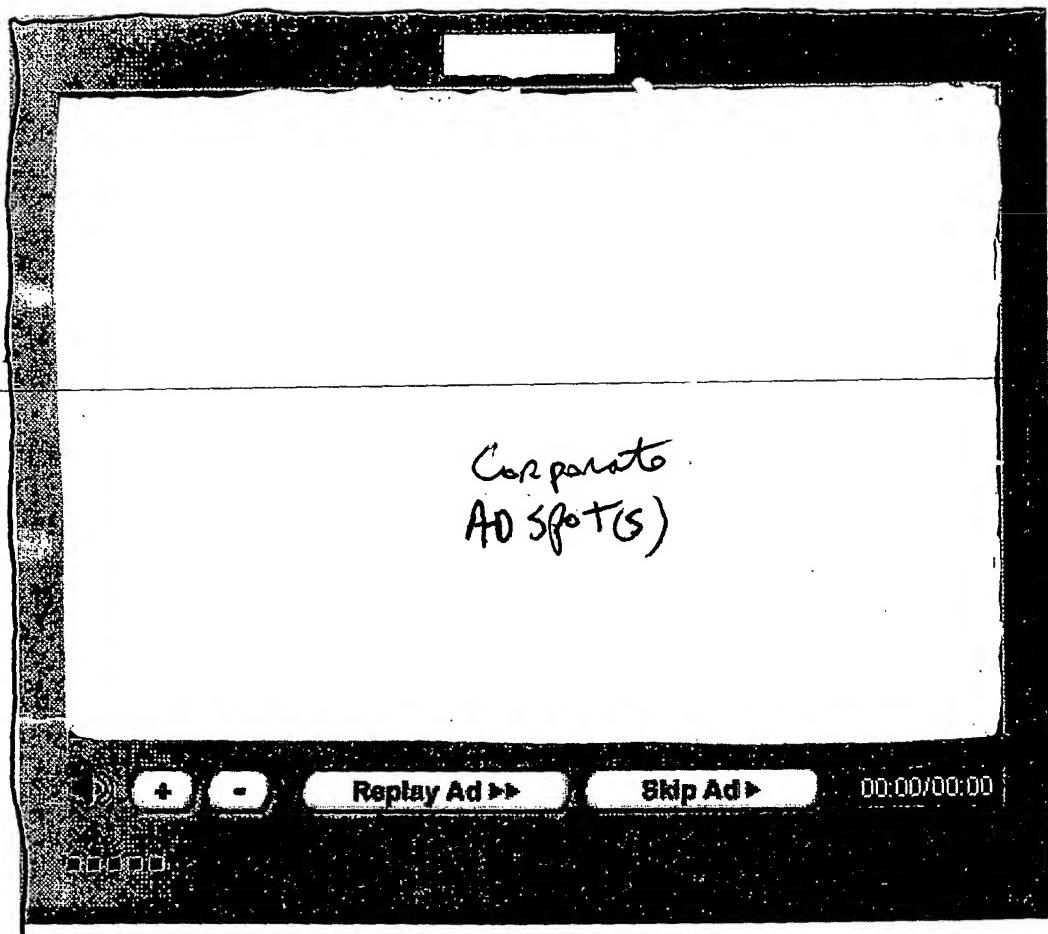


FIG.50 VI

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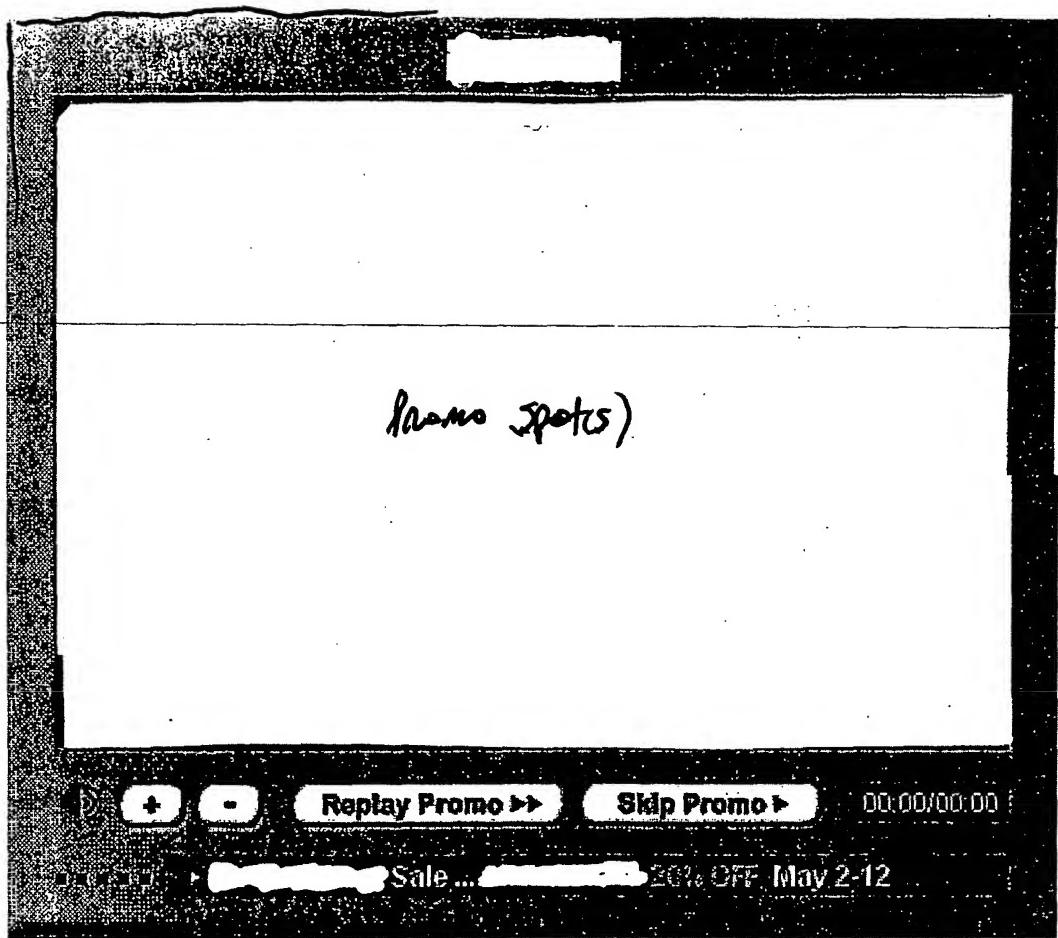


FIG. 50 V2

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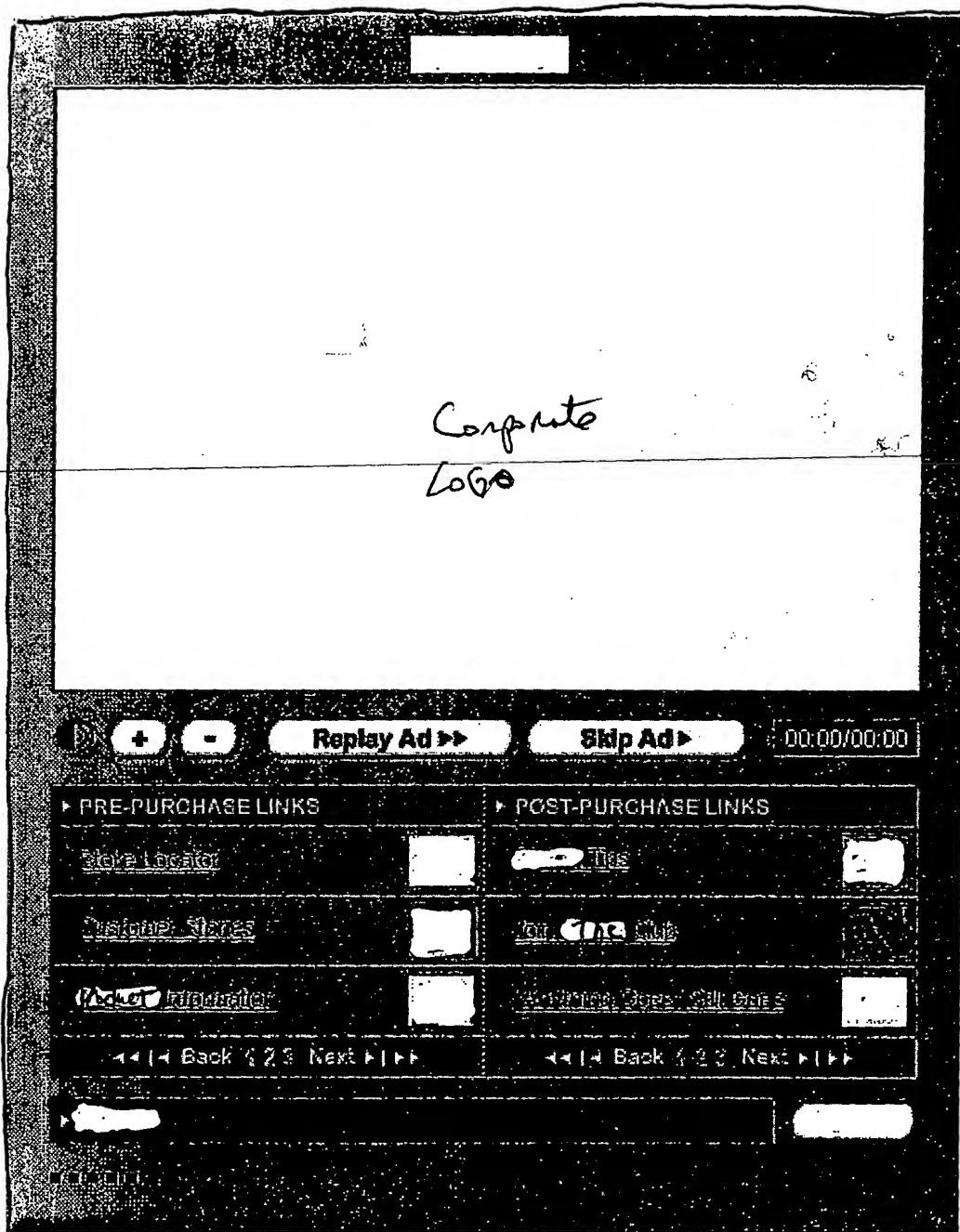


FIG. 50 V3

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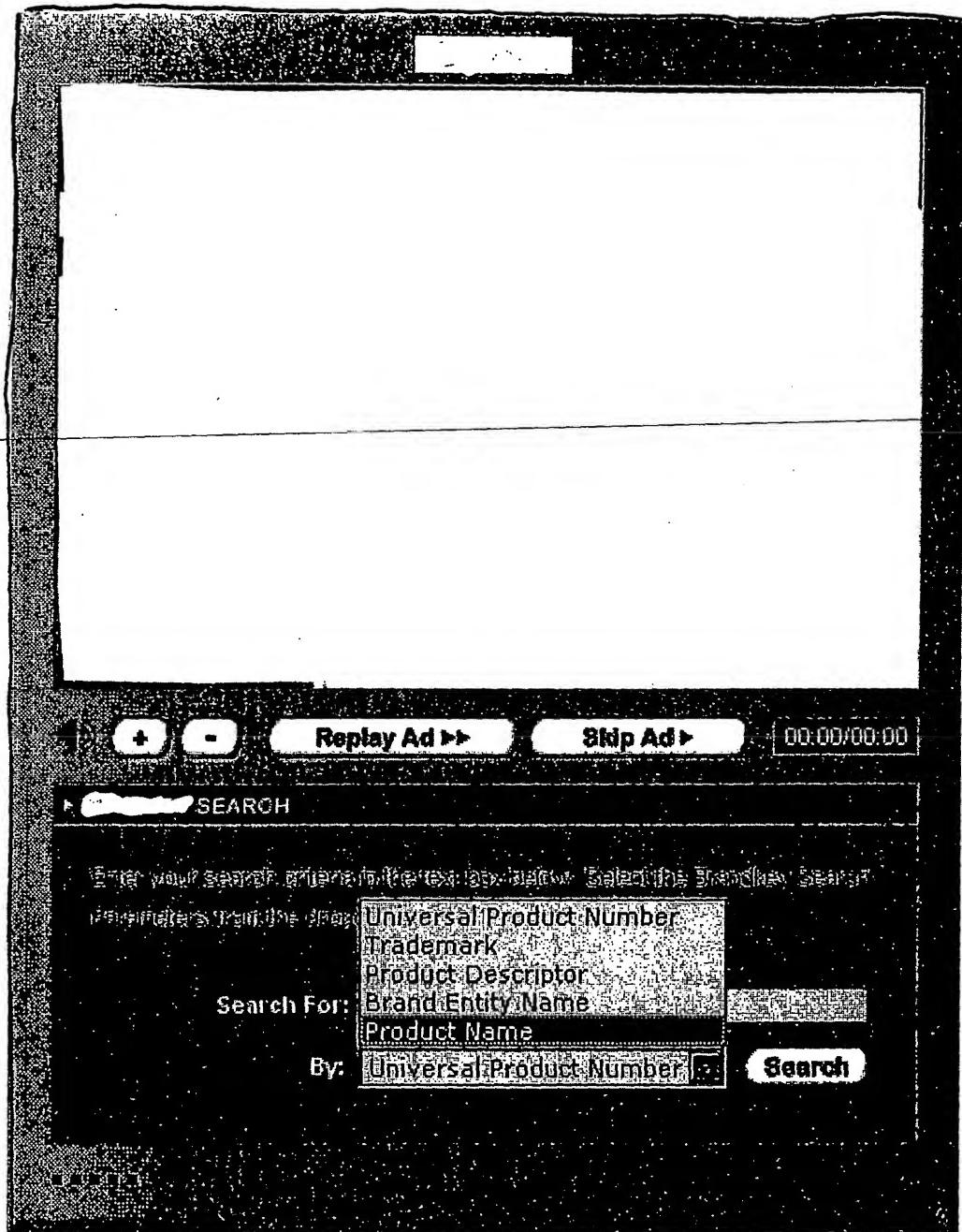


FIG. 50 v4

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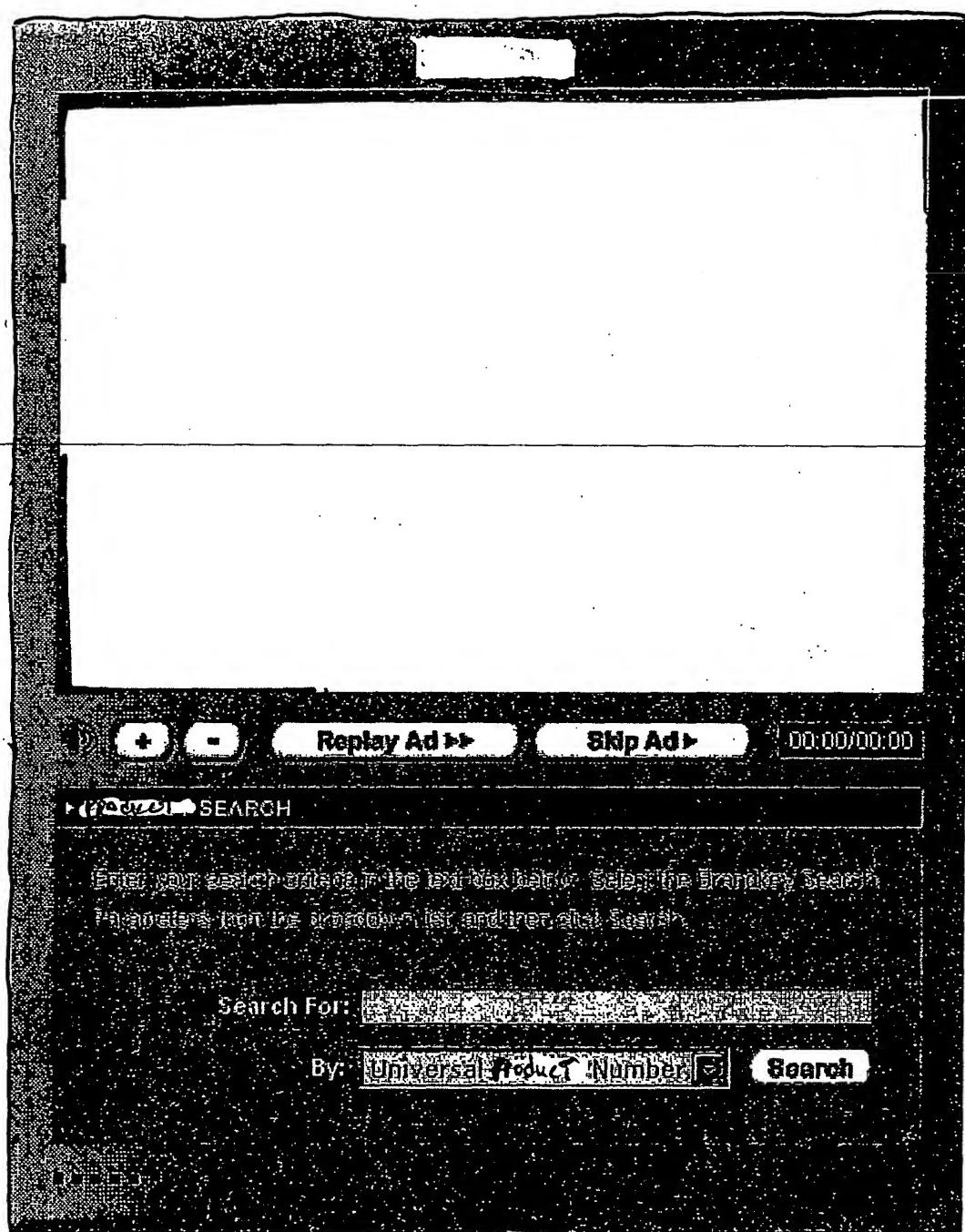


FIG. 50 V5

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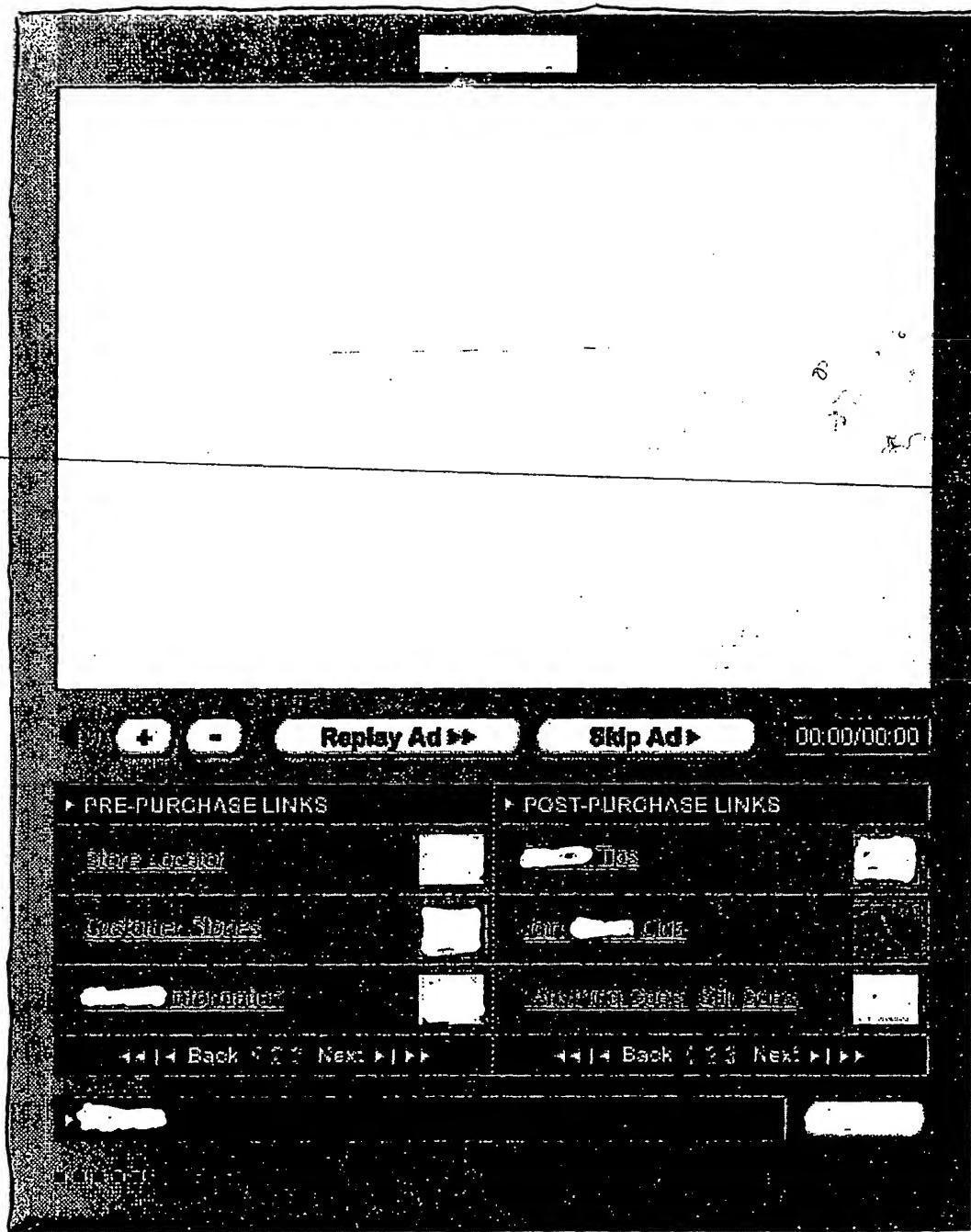


FIG. 50 V6

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The screenshot shows a web-based application for managing advertising campaigns. At the top, there's a navigation bar with links: Home, About Us, Investors, Careers, Site Map, Contact Us, Help, and Login. Below the navigation, there are several menu items: Brandkey systems, Brandkey create, Brandkey deliver, Brandkey advertise, and Brandkey promote. A sub-menu for 'Virtual Kiosk Advertising Campaign Management Suite' is open under 'Brandkey advertise'. On the left side, there's a sidebar with 'Brandkey Advertise Subsystem Benefits' and 'Brandkey Advertise Tutorials'. The main content area features a large, bold title 'Advertise' with a subtitle 'Branded Products and Services'. To the right of the title is a text block: 'Advertise branded products and services by building, running and managing Advertising Campaigns on Multi-Mode Virtual Kiosks delivered to Consumers.' Below this text is a small image of a virtual kiosk screen displaying a product advertisement. A 'Replay Ad' button is visible at the bottom of the kiosk screen. To the right of the kiosk image is a vertical column of four circular icons, each containing a different scene from a virtual kiosk. At the bottom right is a large, stylized black arrow pointing upwards and to the right.

http://www.brandkeysystems.com/bk_advertise/index_advertise.html

FIG. 51A

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Brandkey™ Advertise Subsystem Benefits - Virtual Kiosk Advertising Campaign Management Suite

Brandkey Advertise Subsystem Benefits

The Brandkey Advertise™ Subsystem offers brand managers and advertising agents a simple and convenient way of creating, executing and managing advertising campaigns designed to run on networks of multi-mode Virtual Kiosks deployed at Internet-based consumer touchpoints. This Brandkey™ Subsystem enables advertisers and their agents to generate Virtual Kiosk Advertising Directories specifying on which deployed virtual kiosks the advertiser and agents are permitted to run advertising campaigns while preserving the rights and obligations of the users of the Brandkey Systems™ Network.

- **Brand Managers**
- **Advertising Agents**
- **Promotional Agents**
- **Full Service Agents**
- **Marketing Consultants**
- **Brand Consultants**
- **Trademark Attorneys**

[Brandkey systems](#) | [Brandkey create](#) | [Brandkey deliver](#) | [Brandkey advertising campaign management suite](#) | [Brandkey promote](#) | [Brandkey adverTisc](#) | [Brandkey promotional](#)

[Home](#) | [About Us](#) | [Investors](#) | [Careers](#) | [Site Map](#) | [Contact Us](#) | [Help](#) | [Login](#)

F19. SIB1

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Brandkey™
advertis

Brandkey systems | Brandkey create | Brandkey deliver | Brandkey advertise | Brandkey promote

Brandkey Advertise Subsystem Benefits

- Virtual Kiosk Advertising Campaign Management Suite - Standard Demonstration Mode
- Launch Control Panel for Managing Advertising Campaigns

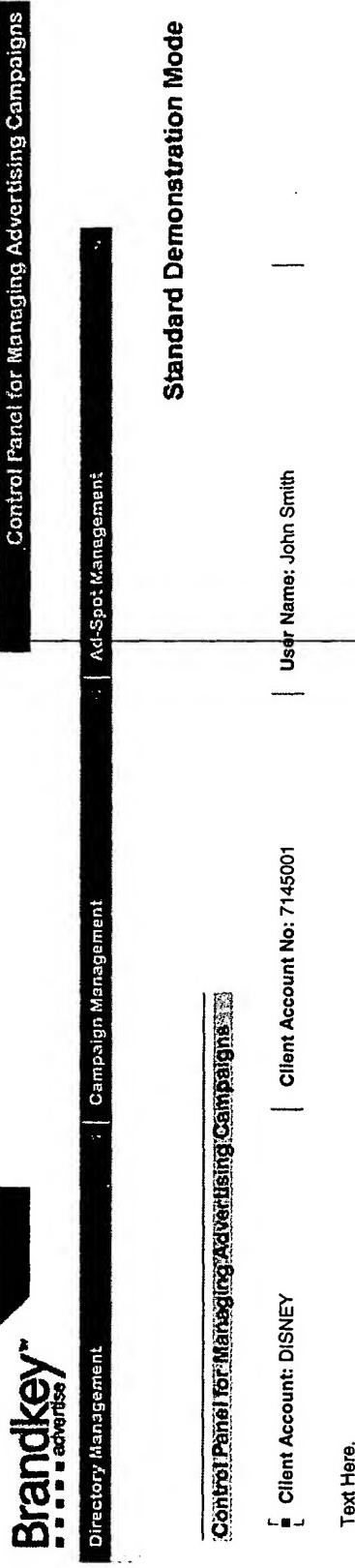
Client Account: DISNEY

User Name: John Smith

Client Account No: 7145001

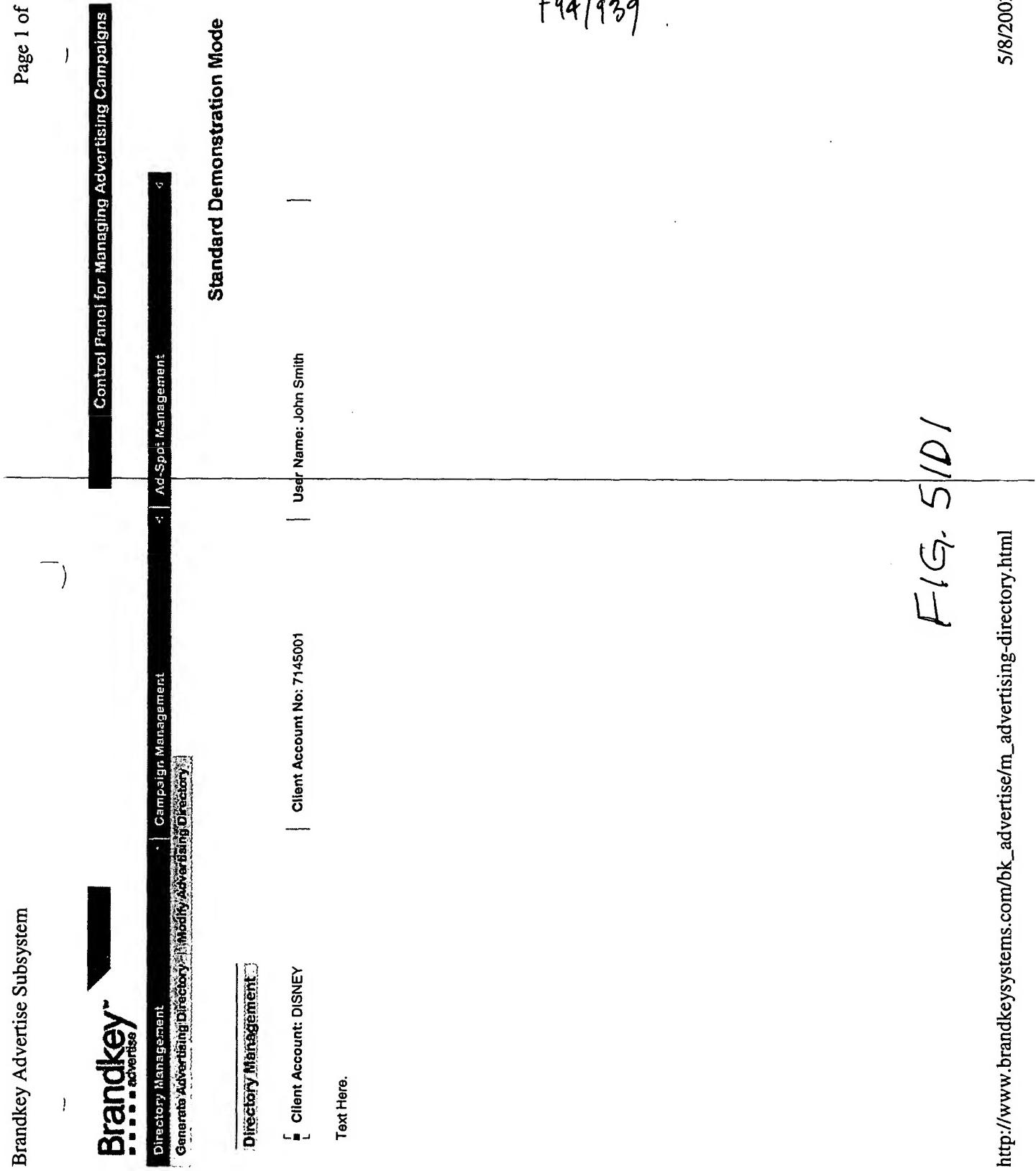
Text: D.156

Home | About Us | Investors | Careers | Site Map | Contact Us | Help | Login



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F1G. S1C2



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FIG. 51D1

Brandkey™
advertisse

Directory Management Client Account No: 7145001

Client Account: DISNEY

Select the Type of Advertising Directory you wish to Generate.

General Advertising Directory

Brand-Specific Advertising Directory

Standard Demonstration Mode

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Next

Next

FIG. 51-D2

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Control Panel for Managing Advertising Campaigns	
Directory Management	Campaign Management
General Advertising Directory	Ad-Spot Management
Standard Demonstration Mode	
Select Virtual Kiosk Types <input type="checkbox"/> Client Account: DISNEY Client Account No: 7145001 User Name: John Smith	
Specify the Types of Virtual Kiosks to be listed in the General Virtual Kiosk Advertising Directory.	
<input type="checkbox"/> Product-Specific (P-S) Virtual Kiosks <input type="checkbox"/> Service-Specific (S-S) Virtual Kiosks <input type="checkbox"/> Vendor-Specific (V-S) Virtual Kiosks <input type="checkbox"/> Service-Provider Specific (S-P-S) Virtual Kiosks <input type="checkbox"/> Retailer-Specific (R-S) Virtual Kiosks (having registered Vendor's shelf rights) <input type="checkbox"/> Industry-Specific (I-S) Virtual Kiosks (having registered Vendor's shelf rights) <input type="checkbox"/> Corporate-Specific (C-S) Virtual Kiosks	
Back Next	

FIG. 51.D3

<http://www.brandkeysystems.com/bk-advertise/m-advertising-directory-general-1.htm>

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Brandkey™
advertisse

Control Panel for Managing Advertising Campaigns

Standard Demonstration Mode

Name the General Virtual Kiosk Advertising Directory

<input type="checkbox"/> Client Account: DISNEY	<input type="checkbox"/> Client Account No: 7145001	<input type="checkbox"/> User Name: John Smith
---	---	--

Please assign a name to the General Virtual Kiosk Advertising Directory you wish to Generate.

Name Directory:

Directory Management **Campaigns Management** **Ad Spot Management**

General Advertising Directory **Manage Advertising Directory**

FIG. 51.D4

Back **Next**

http://www.brandkeysystems.com/bk_advertise/m_advertising-directory-general-2.html

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Brandkey
advertis

Control Panel for Managing Advertising Campaigns

Standard Demonstration Mode

Generate the General Virtual Kiosk Advertising Directory

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

Please click the Generate button to create the General Virtual Kiosk Advertising Directory.

Back Generate Directory

FIG. 51.D5

http://www.brandkeysystems.com/bk_advertise/m_advertising-directory-general-3.html

5/8/2003

Brandkey™
advertisse

Directory Management Campaign Management Ad-Spot Management
General Advertising Directory Marketing Advertising Directory

The General Virtual Kiosk Advertising Directory

■ Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

General Virtual Kiosk Advertising Directory

Virtual Kiosk Serial Number	Virtual Kiosk Type Code	Virtual Kiosk Sponsor	Virtual Kiosk Display Mode	Virtual Kiosk Installation Domain	Physical Location of Virtual Kiosk (If Known or Applicable)	Virtual Kiosk User Activity Indices	Ad Spot Rate (\$/Impression)
90009060	PS	Sponsor	Tri-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/Impression
90009061	MS	Sponsor	Dual-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/Impression
90009062	RS	Sponsor	Tri-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/Impression
90009063	PS	Sponsor	Tri-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/Impression
90009064	IS	Sponsor	Dual-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/Impression

◀◀ | ▲ Back 1 2 3 4 5 Next ▶▶

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Control Panel for Managing Advertising Campaigns

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Standard Demonstration Mode

Download PDF copy of the General Virtual Kiosk Advertising Directory

Download

F/G. 51-D6

Control Panel for Managing Advertising Campaigns	
<input type="button" value="Search for Brand Entities"/> <input type="button" value="Create New Entity"/> <input type="button" value="Edit Existing Entity"/> <input type="button" value="Delete Entity"/> <input type="button" value="Print Entity Details"/> <input type="button" value="Email Entity Details"/> <input type="button" value="Logout"/>	Standard Demonstration Mode <p>Campaign Management</p> <p>Ad-Spot Management</p> <p>Client Account No: 7145001</p> <p>User Name: John Smith</p> <p>Client Account No: 7145001</p> <p>User Name: John Smith</p> <p>Search for: <input type="text"/></p> <p>By: Trademark <input type="checkbox"/></p> <p>General Advertising Directory</p> <p>Modify Advertising Directory</p>

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FIG. 51. D7

[Search](#)

1

<http://www.brandkeysystems.com/bk-advert-f.htm>

Brandkey™
advertisess

Directory Management Campaign Management
General Advertising Directory Modify Advertising Directory

Select Brand Entities

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Below are listed the Brand Entities that matched your Search Criteria. Please select the ones you wish to add to the Brand-Specific Virtual Kiosk Advertising Directory by checking the Add checkbox.

Brand Entity	Brand Entity Owner	Trademark / Service Mark	Product Descriptor	No. of Products / Services
Here will go the brand entity	Here will go the brand owner	Here will go the trade mark	Here will go the product name	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand owner	Here will go the trade mark	Here will go the product name	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand owner	Here will go the trade mark	Here will go the product name	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand owner	Here will go the trade mark	Here will go the product name	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand owner	Here will go the trade mark	Here will go the product name	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand owner	Here will go the trade mark	Here will go the product name	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand owner	Here will go the trade mark	Here will go the product name	<input type="checkbox"/>

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FIG 51D8

Control Panel for Managing Advertising Campaigns

Add-Spot Management

Standard Demonstration Mode

Back

Next

Brandkey™
advertisse

Control Panel for Managing Advertising Campaigns

Campaign Management | Ad-Spot Management

Advertiser Management | Modify Advertising Directory

Standard Demonstration Mode

Select Virtual Kiosk Types:

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Specify the Types of Virtual Kiosks to be listed in the General-Type Advertising Directory.

Product-Specific (P-S) Virtual Kiosks
 Service-Specific (S-S) Virtual Kiosks
 Vendor-Specific (V-S) Virtual Kiosks
 Service-Provider Specific (S-P-S) Virtual Kiosks
 Retailer-Specific (R-S) Virtual Kiosks (having registered vendor's shelf rights)
 Industry-Specific (I-S) Virtual Kiosks (having registered vendor's shelf rights)
 Corporate-Specific (I-S) Virtual Kiosks (having registered vendor's shelf rights)

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[Back](#) [Next](#)

F1G. 51D9

Brandkey®
advertiser

Directory Management Campaign Management Ad-Spot Management

[Create Advertising Directory](#) [Modify Advertising Directory](#)

Name The Brand-Specific Virtual Kiosk Advertising Directory:

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

Please assign a name to the Brand-Specific Virtual Kiosk Advertising Directory you wish to Generate

Name Directory:

Standard Demonstration Mode

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[Back](#) [Next](#)

FIG. S1D10

Brandkey®
advertisse

Directory Management Campaign Management
Generate Brand-Specific Virtual Kiosk Advertising Directory

Generate The Brand-Specific Virtual Kiosk Advertising Directory

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

Please click the Generate button to create the Brand-Specific Virtual Kiosk Advertising Directory.

Control Panel for Managing Advertising Campaigns

Directory Management Campaign Management
Generate Brand-Specific Virtual Kiosk Advertising Directory

Standard Demonstration Mode

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Back Generate Directory

F1 G.51 D11

Brandkey
advertisse

Directory Management
General Advertising Directory Modify Advertising Directory

The Brand-Specific Virtual Kiosk Advertising Directory

Client Account: DISNEY

client Account No: 7145001

Brand-Specific Virtual Kiosk Advertising Directory

Virtual Kiosk Serial Number	Virtual Kiosk Type Code	Virtual Kiosk Sponsor	Virtual Kiosk Display Mode	Virtual Kiosk Installation Domain	Physical Location of Virtual Kiosk (If Known or Applicable)	Virtual Kiosk User Activity Indices	Ad Spot Rate (\$/Impression)
90009060	PS	Sponsor	Tri-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/Impression
90009061	MS	Sponsor	Dual-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/Impression
90009062	RS	Sponsor	Tri-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/Impression
90009063	PS	Sponsor	Tri-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/Impression
90009064	IS	Sponsor	Dual-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/Impression

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Control Panel for Managing Advertising Campaigns

Campaign Management

Advertiser Management

Modify Advertising Directory

Standard Demonstration Mode

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Download PDF copy of the Brand-Specific Virtual Kiosk Advertising Directory

[Download](#)

FIG. 51.D12

Brandkey  **advertise**

Control Panel for Managing Advertising Campaigns

Client Account: DISNEY

Campaign Management

Ad-Spot Management

General Advertising Directory Brand-Specific Advertising Directory

Select Advertising Directory Type:

Client Account No: 7145001

User Name: John Smith

Select the Type of Advertising Directory you wish to Modify.

General Advertising Directory

Brand-Specific Advertising Directory

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FIG. 51)D(3

Brandkey™  

Control Panel for Managing Advertising Campaigns

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Date Created
01/20/2003
02/04/2003
03/25/2003
04/01/2003
05/14/2003

General Advertising Directory
Advertising Directory 1
Advertising Directory 2
Advertising Directory 3
Advertising Directory 4
Advertising Directory 5

◀◀ | ▲ Back | 1 2 3 4 5 | Next ▶ | ▶▶

Select General Advertising Directory

Select the General Advertising Directory you wish to modify.

Standard Demonstration Mode

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FIG. 5.1.D14

Back

http://www.brandkeysystems.com/bk_advertiser/m-advertising-directory-modify.htm

<file:///F:/www/wwwbrandkeysystems/advertiser/IMPPctzotiesj05.htm>

5/12/2003

Brandkey™
advertis

Control Panel for Managing Advertising Campaigns

Advertiser Management | Campaign Management | Ad-Spot Management

General Advertising Directory | [Add New Client Account](#)

Select Virtual Kiosk Types

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Specify the Types of Virtual Kiosks to be listed in the General Advertising Directory. The Virtual Kiosk Types you have previously chosen are checked by default. If you wish to add a Virtual Kiosk Type, then check its checkbox. If you wish to remove a Virtual Kiosk Type, then uncheck its checkbox.

- Product-Specific (P-S) Virtual Kiosks
- Service-Specific (S-S) Virtual Kiosks
- Vendor-Specific (V-S) Virtual Kiosks
- Service-Provider Specific (S-P-S) Virtual Kiosks
- Retailer-Specific (R-S) Virtual Kiosks (having registered Vendor's shelf rights)
- Industry-Specific (I-S) Virtual Kiosks (having registered Vendor's shelf rights)
- Corporate-Specific (C-S) Virtual Kiosks

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Back**Next**

Fig. 5.1 D15

Brandkey™
advertisse

Directory Management

General Advertising Directory

Name the General Virtual Kiosk Advertising Directory

Standard Demonstration Mode

Client Account: DISNEY

Client Account No: 7145001

You may change the Name assigned to this General Advertising Directory.

Directory Name: Advertising Directory 1

User Name: John Smith

Control Panel for Managing Advertising Campaigns

Campaign Management

Avt-Spot Management

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Next

FIG. 51D16

Brandkey®
...advertis

Control Panel for Managing Advertising Campaigns

Directory Management Campaign Management Ad-Spot Management

General Advertising Directory Modify Advertising Directory

Standard Demonstration Mode

Modify Advertising Directory

Client Account No: 7145001 User Name: John Smith

Please click the Modify button to modify the selected General Advertising Directory.

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Back Modify Directory

FIG. 51: D17



[Directory Management](#) [Campaign Management](#)

Generates Advertising Data for Direct Response Marketing

Control Panel for Managing Advertising Campaigns

Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
--	--	-----------------------

[Download Advertising Directory](#)

Standard Demonstration Mode

[Download Advertising Directory](#)

Client Account: DISNEY

Client Account No: 7145001

General Virtual Kiosk Advertising Directory

Virtual Kiosk Serial Number	Kiosk Type Code	Virtual Kiosk Sponsor	Virtual Kiosk Display Mode	Virtual Kiosk Installation Domain	Physical Location of Known or Applicable	Virtual Kiosk User Activity Indices	Ad Spot Rate (\$/Impression)
90009060	PS	Sponsor	Tri-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/Impression
90009061	MS	Sponsor	Dual-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/Impression
90009062	RS	Sponsor	Tri-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/Impression
90009063	PS	Sponsor	Tri-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/Impression
90009064	IS	Sponsor	Dual-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/Impression

◀◀ | ▲ Back | 1 2 3 4 5 | Next ►►

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Download PDF copy of the selected General Advertising Directory [Download](#)

F1G.51.D18

Brandkey™

advertis

Directory Management	Campaign Management	Ad-Spot Management
General Advertising Directory	Brand-Specific Advertising Directory	

Standard Demonstration Mode

Select Brand-Specific Advertising Directory

<input checked="" type="checkbox"/> Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
--	----------------------------	-----------------------

Select the Brand-Specific Advertising Directory you wish to modify.

Brand-Specific Advertising Directory

Advertising Directory 1	Date Created 01/20/2003
Advertising Directory 2	02/04/2003
Advertising Directory 3	03/25/2003
Advertising Directory 4	04/01/2003
Advertising Directory 5	05/14/2003

◀◀ | ◀ Back 1 2 3 4 5 Next ▶ ▶▶

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FIG. 51D19

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<http://www.brandkeysystems.com/bk-advertise/m-advertising-directory-m-brand-1.html>
file:///F:/www/brandkey/bk_advertise/m-advertising-directory-m-brand-1.html

5/12/2003

Brandkey™

advertisers

Directory Management Campaign Management Ad-Spot Management

General Advertising Directory Modify Advertising Directory

Select Brand Entities

<input type="checkbox"/> Client Account: DISNEY	client Account No: 7145001	User Name: John Smith
---	----------------------------	-----------------------

You have selected the following Brand Entities for the Brand-Specific Advertising Directory. To remove a Brand Entity simply uncheck its selected checkbox. Click Next to specify the Virtual Kiosk types for the Brand-Specific Advertising Directory. Click Add Brands to select more Brand Entities to add to the Brand-Specific Advertising Directory.

Standard Demonstration Mode

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Brand Entity	Brand Entity Owner	Trademark/Servicemark	Product/Service Descriptor	No. of Product/Services	Selected
Brand Entity 1	Brand Entity Owner 1	Trademark 1	Product Descriptor 1	Product 1	<input checked="" type="checkbox"/>
Brand Entity 2	Brand Entity Owner 2	Trademark 2	Product Descriptor 2	Product 2	<input checked="" type="checkbox"/>
Brand Entity 3	Brand Entity Owner 3	Trademark 3	Product Descriptor 3	Product 3	<input checked="" type="checkbox"/>
Brand Entity 4	Brand Entity Owner 4	Trademark 4	Product Descriptor 4	Product 4	<input checked="" type="checkbox"/>
Brand Entity 5	Brand Entity Owner 5	Trademark 5	Product Descriptor 5	Product 5	<input checked="" type="checkbox"/>

◀◀ | ◀ Back 1 2 3 4 5 Next ▶ ▶▶

Back Add Brands Next

FIG. S1D2O

Brandkey™  advertising

[Directory Management](#) [Campaign Management](#) [Ad-Spot Management](#)

[General Advertising Directory](#) [Brand-Related Key](#) [Advertising Directory](#)

Search for Brand Entities:

Client Account No: 7145001

Search for the Brand Entities associated with your Client Account, which you wish to include in this Brand-Specific Virtual Kiosk Advertising Directory. You may search by Trademark, ServiceMark, Product Descriptor, or Brand Entity Name. Enter the Search Criteria in the textbox, select the Brand-Related Key from the dropdown menu, and then click the Search button to initiate the Brand Entity search.

Search for:

By: Trademark

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FIG. 51:D21

http://www.brandkeysystems.com/bk_advertise/m_advertising-directory-m-brand-3.html

Brandkey™

advertis

Directory Management	Campaigns Management	Ad-Spot Management
Generate Advertising Directory	Advertising Directory	Advertising Campaigns

Select Brand Entities

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Below are listed the Brand Entities that matched your Search Criteria. Please select the ones you wish to add to the Brand-Specific Virtual Kiosk Advertising Directory by checking the Add checkbox.

Brand Entity	Brand Entity Owner	Trademark / Service Mark	Product Descriptor / Service Descriptor	No. of Products / Services
Here will go the brand entity	Here will go the brand owner	Here will go the trade mark	Here will go the product name	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand owner	Here will go the trade mark	Here will go the product name	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand owner	Here will go the trade mark	Here will go the product name	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand owner	Here will go the trade mark	Here will go the product name	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand owner	Here will go the trade mark	Here will go the product name	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand owner	Here will go the trade mark	Here will go the product name	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand owner	Here will go the trade mark	Here will go the product name	<input type="checkbox"/>

◀◀ | ▲ Back 1 2 3 4 5 Next ►►

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[Back]

[Next]

F1G.51-D22

Brandkey™
advertisse

Control Panel for Managing Advertising Campaigns

Standard Demonstration Mode

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Client Account: DISNEY	client Account No: 7145001	User Name: John Smith
------------------------	----------------------------	-----------------------

Select Virtual Kiosk Types

Specify the Types of Virtual Kiosks to be listed in the Brand-Specific Virtual Kiosk Advertising Directory.

- Product-Specific (P-S) Virtual Kiosks
- Service-Specific (S-S) Virtual Kiosks
- Vendor-Specific (V-S) Virtual Kiosks
- Service-Provider Specific (S-P-S) Virtual Kiosks
- Retailer-Specific (R-S) Virtual Kiosks (having registered vendor's shelf rights)
- Industry-Specific (I-S) Virtual Kiosks (having registered vendor's shelf rights)
- Corporate-Specific (I-S) Virtual Kiosks (having registered vendor's shelf rights)

Back

Next

FIG. 51. D23

Brandkey™
advertisng

Control Panel for Managing Advertising Campaigns

Standard Demonstration Mode

Name The Brand-Specific Virtual Kiosk Advertising Directory:

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

You may change the Name assigned to this Brand-Specific Advertising Directory.

Directory Name:

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F1G. 5 t: D24

Brandkey™  **advertis**

Control Panel for Managing Advertising Campaigns

Directory Management Campaign Management Ad-Spot Management

Generate Advertising Directory **Modify Advertising Directory**

Standard Demonstration Mode

Generate The Brand-Specific Virtual Kiosk Advertising Directory

Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
------------------------	----------------------------	-----------------------

Please click the Modify button to modify the Brand-Specific Virtual Kiosk Advertising Directory.

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Back Modify Directory

F/G. S.1 D25



The Brand-Specific Virtual Kiosk Advertising Directory

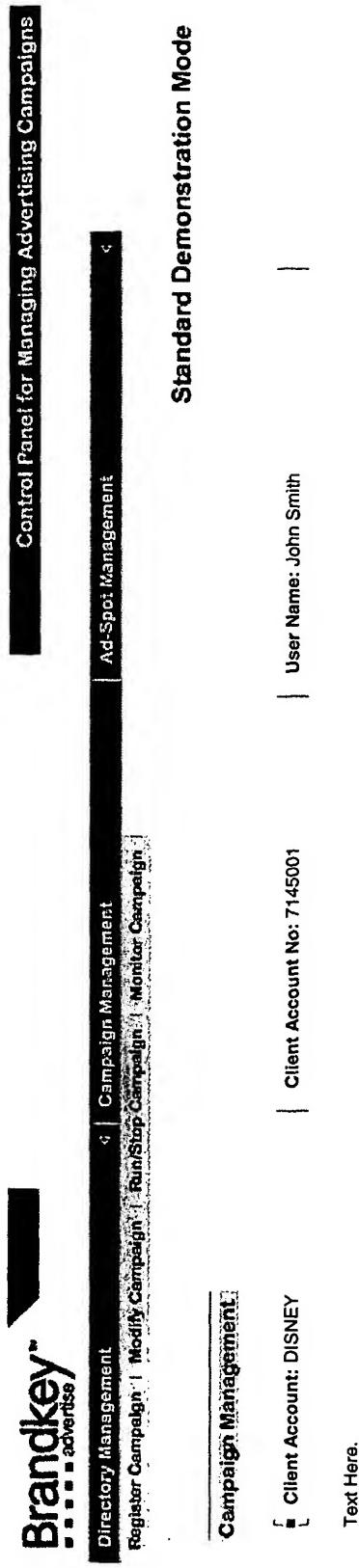
Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

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Client Account	Client Account No	User Name
DISNEY	7145001	John Smith

Download PDF copy of the Brand-Specific Virtual Kiosk Advertising Directory [Download](#)

F1 G. 51 D26



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FIG. 5.1.E1

Brandkey™
advertisess

Directory Management Campaign Management Ad-Spot Management

Register Campaign Modify Campaign Run/Stop Campaign Monitor Campaign

Standard Demonstration Mod

Input Virtual Kiosk Advertising Campaign Basic Information

<input checked="" type="checkbox"/> Client Account: DISNEY	client Account No: 7145001	User Name: John Smith
--	----------------------------	-----------------------

Please enter the information below in order to Register the new Virtual Kiosk Advertising Campaign.

Name of Virtual Kiosk Advertising Campaign:

Virtual Kiosk Advertising Campaign Registration Number:

Campaign Start Date:

Campaign End Date:

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Next

FIG. 5.1.E2

Brandkey™
advertiser

Control Panel for Managing Advertising Campaigns

Standard Demonstration Mode

Select the Virtual Kiosk Advertising Directory Type:

Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
------------------------	----------------------------	-----------------------

Please select which Type of Virtual Kiosk Advertising Directory you wish to use to build the new Virtual Kiosk Advertising Campaign.

General Virtual Kiosk Advertising Directory

Brand-Specific Virtual Kiosk Advertising Directory

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Back

Next

F1G. S1 E3

Brandkey™

advertising

Directory Management < Campaign Management | Ad-Spot Management | Control Panel for Managing Advertising Campaigns

Register Campaign | Modify Campaign | Plan/Stop Campaign | Monitor Campaign

Select Virtual Kiosk Advertising Directory

<input type="radio"/> Client Account: DISNEY	client Account No: 7145001	User Name: John Smith
--	----------------------------	-----------------------

Please select the General Virtual Kiosk Advertising Directory you wish to use to build the new Virtual Kiosk Advertising Campaign.

General Virtual Kiosk Directory Name

- Trek® Cycles 2002
- Jax® Discs 2002
- Gatorade USA 2002
- Trek® Cycles 2002
- Jax® Discs 2002

Brand-Specific Virtual Kiosk Directory Name

- Trek® Cycles 2002
- Jax® Discs 2002
- Gatorade USA 2002
- Trek® Cycles 2002
- Jax® Discs 2002

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Please select the General Virtual Kiosk Advertising Directory you wish to use to build the new Virtual Kiosk Advertising Campaign.

General Virtual Kiosk Directory Name

- Trek® Cycles 2002
- Jax® Discs 2002
- Gatorade USA 2002
- Trek® Cycles 2002
- Jax® Discs 2002

Date Created

- 09/06/02
- 01/30/02
- 06/10/02
- 11/03/02
- 09/06/02

Brand-Specific Virtual Kiosk Directory Name

- Trek® Cycles 2002
- Jax® Discs 2002
- Gatorade USA 2002
- Trek® Cycles 2002
- Jax® Discs 2002

Date Created

- 09/06/02
- 01/30/02
- 06/10/02
- 11/03/02
- 06/10/02

◀◀ | ▲ Back 1 2 3 4 5 Next ▶▶

◀◀ | ▲ Back 1 2 3 4 5 Next ▶▶

FIG. 5.1 E4

Back button → [Back]
insert↓

http://www.brandkeysystems.com/bk_advertise/m_advertising-campaign-register-3.html

5/8/2003

Brandkey™
advertisse

Directory Management	Campaign Management
Register Campaign	Media Campaign
RunStop Campaign	Monitor Campaign

Select Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Please select the Virtual Kiosks you wish to add to the Virtual Kiosk Advertising Campaign, by checking their Add to Campaign checkboxes. Click the Register button to Register the new Virtual Kiosk Advertising Campaign.

Standard Demonstration Mode

◀ Back | ▶ Next | ◀◀ | ▶▶ | 1 2 3 4 5

Virtual Kiosk Name	Virtual Kiosk Serial Number	Virtual Kiosk Code	Virtual Kiosk Type	Installation Domain	Physical Location (if applicable)	Add to Campaign
Trak® Cycles 2002	090987-098	Type goes here		http://www.trek.com/cycles.html	Norwalk, CT	<input type="checkbox"/>
Jazz® Discs 2002	090987-099	Type goes here		http://www.jaz.com/dics/jaz.html	Greenwich, CT	<input type="checkbox"/>
Jazz® Discs 2002	090987-099	Type goes here		http://www.jaz.com/dics/jaz.html	Miami, FL	<input type="checkbox"/>
Trak® Cycles 2002	090987-098	Type goes here		http://www.gatorade.com	Miami, FL	<input type="checkbox"/>
Jazz® Discs 2002	090987-099	Type goes here		http://www.nike.com/sneakers/pump-air.html	Norwalk, CT	<input type="checkbox"/>

◀◀ | ▶▶ | ◀◀◀ | ▶▶▶ | 1 2 3 4 5 | Next▶ | ▶▶

Back | Register Campaign

FIG. 5.1 E5

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Brandkey®

advertise

Control Panel for Managing Advertising Campaigns

Client Account:	Client Account No:	User Name:
DISNEY	7145001	John Smith

Select the Virtual Kiosk Advertising Campaign you wish to Modify by clicking on its Name.

Advertising Campaign Name	Date of Advertising Campaign Registration Number	Advertising Campaign Registration Number	Advertising Campaign Status
Virtual Kiosk Ad	02-03-02	Virtual Kiosk Number	Running
Virtual Kiosk Ad	02-03-02	Virtual Kiosk Number	Running
Virtual Kiosk Ad	02-03-02	Virtual Kiosk Number	Expired
Virtual Kiosk Ad	02-03-02	Virtual Kiosk Number	Stopped
Virtual Kiosk Ad	02-03-02	Virtual Kiosk Number	Stopped

◀◀ | ▲ Back 1 2 3 4 5 Next ▶▶▶

825/939

FIG. 51 E6

Brandkey™

advertisiss

Directory Management < Campaign Management Ad-Spot Management

Register Campaign Modify Campaign Run/Stop Campaign Monitor Campaign

Control Panel for Managing Advertising Campaigns

Standard Demonstration Mode

Modify the Virtual Kiosk Advertising Campaign

Client Account: DISNEY **Client Account No:** 7145001 **User Name:** John Smith

You may Modify the Virtual Kiosk Advertising Campaign by Adding or Removing Virtual Kiosks from the Campaign.

Master Data Record for Virtual Kiosk Advertising Campaign	Name of Advertising Campaign	Date of Advertising Campaign Registration	Advertising Campaign Registration Number					
Trek® Cycles 2002	02-03-02	09890-0989						
Virtual Kiosk Added to Campaign	Virtual Kiosk Serial Number	Virtual Kiosk Type Code	Virtual Kiosk Display Mode	Virtual Kiosk Installation Domain	Physical Location of Virtual Kiosk (If Applicable)	Virtual Kiosk User Activity Indices	Ad Spot Rate (\$/Impression)	Order Placed on Virtual Kiosks
<input checked="" type="checkbox"/> 90009060	VS	PS	Codes	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/Impression	ASO#26
<input type="checkbox"/> 90009061	RS	RS	Codes	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/Impression	ASO#29, ASO#32
<input type="checkbox"/> 90009062	PS	PS	Codes	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/Impression	ASO#26
<input type="checkbox"/> 90009063	IS	IS	Codes	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/Impression	ASO#29, ASO#32
<input type="checkbox"/> 90009064						activity indices	\$/Impression	ASO#26

◀◀ | ▲ Back 1 2 3 4 5 Next ►►

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Apply **Exit**

Brandkey™  advertise

Directory Management 4 | Campaign Management 5 | Ad-Spot Management

Register Campaign | Modify Campaign | Stop Campaign | Run Campaign | Monitor Campaign

Run Virtual Kiosk Advertising Campaigns

<input checked="" type="checkbox"/> Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
--	----------------------------	-----------------------

Select the Virtual Kiosk Advertising Campaigns you wish to Run by checking their Run checkboxes and then clicking the Run Advertising Campaign button.

Standard Demonstration Mode

Run Virtual Kiosk Advertising Campaigns

Virtual Kiosk Advertising Campaign

Virtual Kiosk Advertising Campaign 1

Virtual Kiosk Advertising Campaign 2

Virtual Kiosk Advertising Campaign 3

Virtual Kiosk Advertising Campaign 4

Run

Run Campaign

Stop Virtual Kiosk Advertising Campaigns

Select the Virtual Kiosk Advertising Campaigns you wish to Stop by checking their Stop checkboxes and then clicking the Stop Advertising Campaign button.

Virtual Kiosk Advertising Campaign

Virtual Kiosk Advertising Campaign 1

Virtual Kiosk Advertising Campaign 2

Stop

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Brandkey Advertise Subsystem

Page 2 of 2

- Virtual Kiosk Advertising Campaign 3
- Virtual Kiosk Advertising Campaign 4

Stop Campaign

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FIG. 51E9

Brandkey™

advertising

Directory Management Campaign Management Ad-Spot Management

Register Campaign Modify Campaign Delete Campaign Monitor Campaign

Select Virtual Kiosk Advertising Campaign

<input type="text"/> Client Account: DISNEY	<input type="text"/> client Account No: 7145001	<input type="text"/> User Name: John Smith
---	---	--

Select the Virtual Kiosk Advertising Campaign you wish to monitor by clicking on its Name.

Advertising Campaign Name	Date of Advertising Campaign Registration	Advertising Campaign Registration Number	Advertising Campaign Status
Virtual Kiosk Ad	02-03-02	Campaign Registration Number	Running
Virtual Kiosk Ad	02-03-02	Campaign Registration Number	Running
Virtual Kiosk Ad	02-03-02	Campaign Registration Number	Expired
Virtual Kiosk Ad	02-03-02	Campaign Registration Number	Stopped
Virtual Kiosk Ad	02-03-02	Campaign Registration Number	Stopped

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FIG. 51 E10

Brandkey®

advertiser

Directory Management	Campaign Management	Ad-Spot Management
Create Campaign	Modify Campaign	Run Spot Interruptions

Monitor Virtual Kiosk Advertising Campaigns

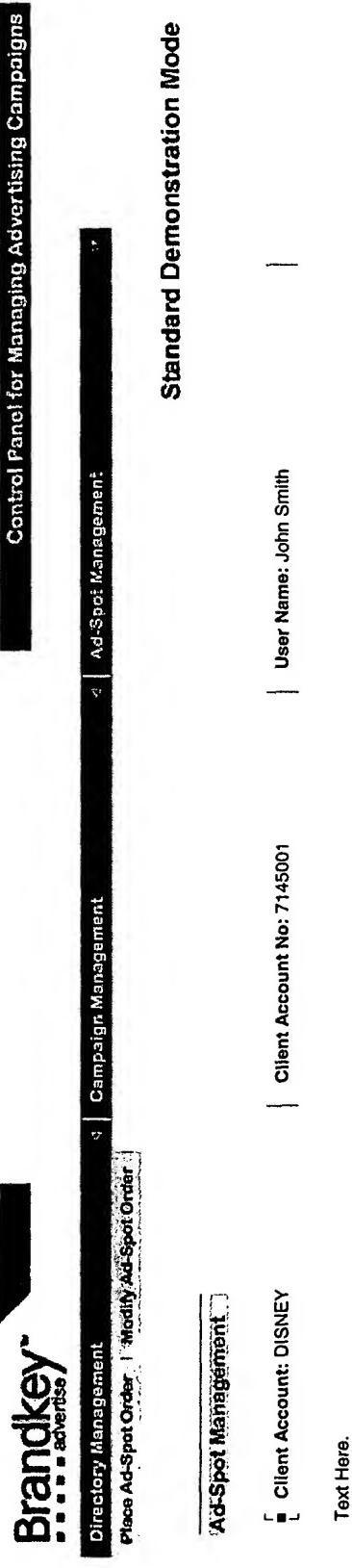
Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
------------------------	----------------------------	-----------------------

You may review the statistics compiled for the selected Virtual Kiosk Advertising Campaign.

Advertising Campaign Name:	Ad campaign name
Advertising Campaign Registration Number:	Registration Number
Advertising Campaign Registration's Date:	06/09/02
Advertising Campaign Status:	Running
Total Number of Advertisements placed on Campaign's Virtual Kiosks:	5221
Total Number of Advertisements Run on Campaign's Virtual Kiosks:	3521
Total Number of Advertisement-Spot Interruptions on Retail-Specific Virtual Kiosks:	275
Total Number of Brand Information Networks Accessed by Consumers Responsive to Ad-Spots Run on Virtual Kiosks:	6779

830 / 939

Exit**FIG. 51.E11**



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FIG. 5 / F1

Brandkey 
advertising

Directory Management < | Campaign Management | Ad-Spot Management: **Standard Demonstration Mode**

Select Virtual Kiosk Advertising Campaign:

<input type="checkbox"/> Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
---	----------------------------	-----------------------

Select the Registered Virtual Kiosk Advertising Campaign on which you wish to place Advertising-Spot Orders.

Name of Virtual Kiosk Advertising Campaign

Name of Virtual Kiosk Advertising Campaign	Registration Number	Registration Date
Trek® Cycles 2002	09890-0989	02-03-02
Jazz® Discs 2002	09890-0995	02-03-02
Gatorade USA 2002	09890-1001	02-03-02
Just Do It!	09890-1025	02-03-02
Trek® Cycles 2002	09890-0989	02-03-02

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F1G. 5.1.F2

Brandkey™

advertisse

Directory Management	Campaign Management	Ad-Spot Management
Place Ad-Spot Order	Modify Ad-Spot Order	

Select Advertisements:

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Advertisement(s) which you wish to run in the selected Virtual Kiosk Advertising Campaign by checking its Add to Campaign checkbox. You may Preview any Advertisement by clicking on its URL in the list below.

URL of Advertisement	Title	Creator / Author	Owner	Add to Campaign
http://www.trek.com/cycles.html	Trek® Cycles 2002	Trek creator	Trek, Inc.	<input type="checkbox"/>
http://www.jaz.com/discs/laz.html	Jazz® Discs 2002	Iomega Creator	Iomega	<input type="checkbox"/>
http://www.trek.com/cycles.html	Gatorade USA 2002	Gatorade Creator	Gatorade	<input type="checkbox"/>
http://www.jaz.com/discs/laz.html	Just Do It!	Nike Creator	Nike	<input type="checkbox"/>
http://www.trek.com/cycles.html	Trek® Cycles 2002	Trek creator	Trek, Inc.	<input type="checkbox"/>

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[Back](#)[Next](#)

FIG. 5.1 F3

Brandkey®

advertisse

Directory Management	Campaign Management	Ad-Spot Management
Advertiser	Advertiser	Advertiser

Assign Advertisements to Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Configure selected advertisement(s) that is to run in the Registered Virtual Kiosk Advertising Campaign. Click the Select Virtual Kiosks button to select the Virtual Kiosks on which the Advertisement will run. Click the Set Date button to set the Start Date on which the Advertisement will begin to run. Click the Set Frequency button to set the maximum number of times the Advertisement may run per hour.

URL of Advertisement	Title	Virtual Kiosks	Start Date	Frequency
http://www.trek.com/cycles.html	Trek® Cycles 2002	Select Virtual Kiosks	09/20/02	Set Date 10 X/hr Set Frequency
http://www.jaz.com/discs/jaz.html	Jaz® Discs 2002	Select Virtual Kiosks	10/30/02	Set Date 5 X/hr Set Frequency
http://www.gatorade.com	Gatorade USA 2002	Select Virtual Kiosks	07/10/02	Set Date 2 X/hr Set Frequency
http://www.nike.com/sneakers/pump-air.html	Just Do It!	Select Virtual Kiosks	01/02/02	Set Date 10 X/hr Set Frequency
http://www.trek.com/cycles.html	Trek® Cycles 2002	Select Virtual Kiosks	09/20/02	Set Date 5 X/hr Set Frequency

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[Next](#)

FIG. 5.1.F4

Brandkey
advertising

Directory Management	Campaign Management
Place Ad/Spot Order	Modify Ad/Spot Order

Select Virtual Kiosks

Client Account No: 7145001

Select the Virtual Kiosks on which the Advertisement will run.

P-S	S-S	V-S	S-P-S	R-S	I-S	C-S	All
Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Activity Indices	Ad Spot Rate (\$/Impression)	Add Ad	
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	activity_indices	\$/Impression		<input type="checkbox"/>
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	activity_indices	\$/Impression		<input type="checkbox"/>
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	activity_indices	\$/Impression		<input type="checkbox"/>
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	activity_indices	\$/Impression		<input type="checkbox"/>
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	activity_indices	\$/Impression		<input type="checkbox"/>

◀◀ | ▲ Back 1 2 3 4 5 Next ▶▶

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Select All

Set

F1G. 51.F5

FIG. 5.1 F6

Brandkey™ advertis

Control Panel for Managing Advertising Campaigns

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Campaign Management | Ad-Spot: Management

Standard Demonstration Mode

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P-S	S-S	V-S	S-P-S	R-S	I-S	C-S	All
Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain (If applicable)	Physical Location	Activity Indices	Ad Spot Rate (\$/Impression)	Add Ad	
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	activity_indices	\$/Impression		<input type="checkbox"/>
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	activity_indices	\$/Impression		<input type="checkbox"/>
Virtual Kiosk Name 3	090987-098	http://www/installationdomain3.html	Location 3	activity_indices	\$/Impression		<input type="checkbox"/>
Virtual Kiosk Name 4	090987-099	http://www/installationdomain4.html	Location 4	activity_indices	\$/Impression		<input type="checkbox"/>
Virtual Kiosk Name 5	090987-098	http://www/installationdomain5.html	Location 5	activity_indices	\$/Impression		<input type="checkbox"/>

◀◀ | ▶ Back | 1 2 3 4 5 | Next ▶▶

 Select All |

FIG. 5.1 F7

Brandkey™
advertis

Control Panel for Managing Advertising Campaigns

Standard Demonstration Mode
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P-S	S-S	V-S	S-P-S	R-S	I-S	C-S	All
Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Activity Indices	Ad Spot Rate (\$/Impression)	Add Ad	
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	activity indices	\$/Impression	<input type="checkbox"/>	
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	activity indices	\$/Impression	<input type="checkbox"/>	
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	activity indices	\$/Impression	<input type="checkbox"/>	
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	activity indices	\$/Impression	<input type="checkbox"/>	
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	activity indices	\$/Impression	<input type="checkbox"/>	

◀ | ▶ Back 1 2 3 4 5 Next ► | ►►

Select All Set

http://www.brandkeysystems.com/bk_advertise/m_advertising-ad-spot-place-3spis.html

FIG. 51 F8



Control Panel for Managing Advertising Campaigns

<input checked="" type="checkbox"/> Client Account: DISNEY	Client Account No: 7145001						
Select the Virtual Kiosks on which the Advertisement will run.							
P-S	S-S	V-S	S-P-S	R-S	I-S	C-S	All
Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (If applicable)	Activity Indices	Ad Spot Rate (\$/Impression)	Add Ad	
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	activity indices	\$/Impression		<input type="checkbox"/>
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	activity indices	\$/Impression		<input type="checkbox"/>
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	activity indices	\$/Impression		<input type="checkbox"/>
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	activity indices	\$/Impression		<input type="checkbox"/>
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	activity indices	\$/Impression		<input type="checkbox"/>

Select Virtual Kiosks

Standard Demonstration Mode

Client Account No: 7145001

User Name: John Smith

Select the Virtual Kiosks on which the Advertisement will run.

P-S	S-S	V-S	S-P-S	R-S	I-S	C-S	All
Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (If applicable)	Activity Indices	Ad Spot Rate (\$/Impression)	Add Ad	
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	activity indices	\$/Impression		<input type="checkbox"/>
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	activity indices	\$/Impression		<input type="checkbox"/>
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	activity indices	\$/Impression		<input type="checkbox"/>
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	activity indices	\$/Impression		<input type="checkbox"/>
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	activity indices	\$/Impression		<input type="checkbox"/>

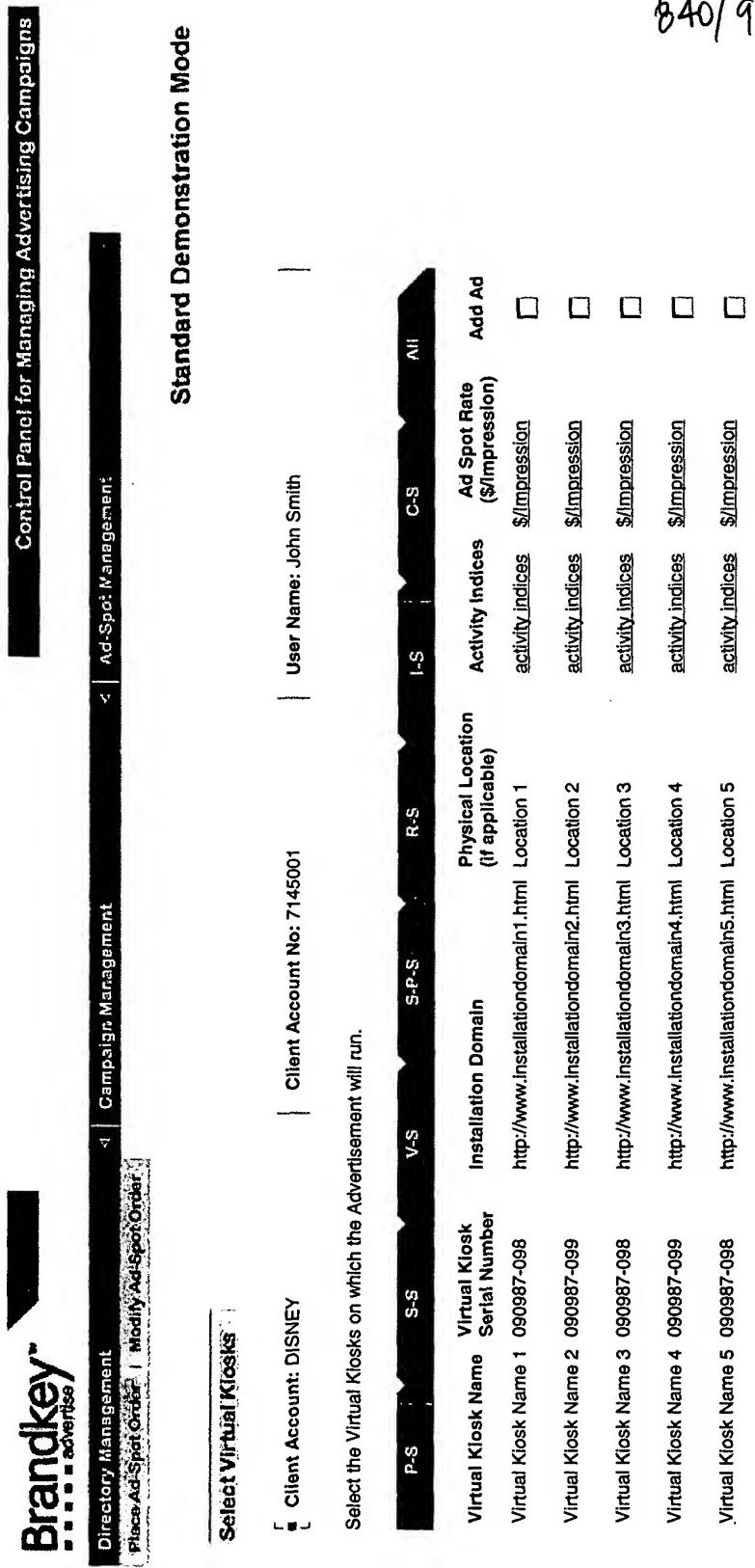
<< | < Back 1 2 3 4 5 Next ► ►

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Select All

Set

Fig. 51 F 9



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Set
 Select All

Set

FIG. 5.1 F10

Brandkey™

advertiser

Control Panel for Managing Advertising Campaigns

Standard Demonstration Mod

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P-S	S-S	V-S	S-P-S	R-S	I-S	C-S	All																																										
Client Account: DISNEY																																																	
Client Account No: 7145001																																																	
User Name: John Smith																																																	
Select the Virtual Kiosks on which the Advertisement will run.																																																	
<table border="1"> <thead> <tr> <th>Virtual Kiosk Name</th> <th>Virtual Kiosk Serial Number</th> <th>Installation Domain</th> <th>Physical Location (if applicable)</th> <th>Activity Indices</th> <th>Ad Spot Rate (\$/Impression)</th> <th>Add Ad</th> </tr> </thead> <tbody> <tr> <td>Virtual Kiosk Name 1</td> <td>090987-098</td> <td>http://www.installationdomain1.html</td> <td>Location 1</td> <td>activity_indices</td> <td>\$/Impression</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Virtual Kiosk Name 2</td> <td>090987-099</td> <td>http://www.installationdomain2.html</td> <td>Location 2</td> <td>activity_indices</td> <td>\$/Impression</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Virtual Kiosk Name 3</td> <td>090987-098</td> <td>http://www.installationdomain3.html</td> <td>Location 3</td> <td>activity_indices</td> <td>\$/Impression</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Virtual Kiosk Name 4</td> <td>090987-099</td> <td>http://www.installationdomain4.html</td> <td>Location 4</td> <td>activity_indices</td> <td>\$/Impression</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Virtual Kiosk Name 5</td> <td>090987-098</td> <td>http://www.installationdomain5.html</td> <td>Location 5</td> <td>activity_indices</td> <td>\$/Impression</td> <td><input type="checkbox"/></td> </tr> </tbody> </table>								Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Activity Indices	Ad Spot Rate (\$/Impression)	Add Ad	Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	activity_indices	\$/Impression	<input type="checkbox"/>	Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	activity_indices	\$/Impression	<input type="checkbox"/>	Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	activity_indices	\$/Impression	<input type="checkbox"/>	Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	activity_indices	\$/Impression	<input type="checkbox"/>	Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	activity_indices	\$/Impression	<input type="checkbox"/>
Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Activity Indices	Ad Spot Rate (\$/Impression)	Add Ad																																											
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	activity_indices	\$/Impression	<input type="checkbox"/>																																											
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	activity_indices	\$/Impression	<input type="checkbox"/>																																											
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	activity_indices	\$/Impression	<input type="checkbox"/>																																											
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	activity_indices	\$/Impression	<input type="checkbox"/>																																											
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	activity_indices	\$/Impression	<input type="checkbox"/>																																											
◀◀ ◀ Back 1 2 3 4 5 Next ▶▶																																																	
<input type="checkbox"/> Select All <input type="checkbox"/> Set																																																	

FIG. 51. FIG

Brandkey™ advertisers

Control Panel for Managing Advertising Campaigns

Standard Demonstration Mode

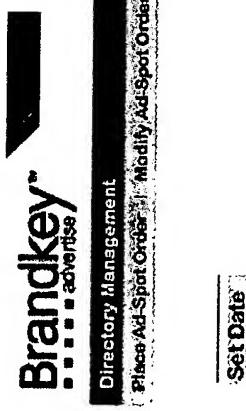
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Client Account: DISNEY		Client Account No: 7145001		User Name: John Smith	
Virtual Kiosks					
Select the Virtual Kiosks on which the Advertisement will run.					
P-S	S-S	V-S	S-P-S	R-S	I-S
Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Activity Indices	Ad Spot Rate (\$/Impression)
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	activity indices	\$/Impression
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	activity indices	\$/Impression
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	activity indices	\$/Impression
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	activity indices	\$/Impression
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	activity indices	\$/Impression

◀◀ | ▶ Back 1 2 3 4 5 Next ►►

Select All Set

F1G. 5.1 F12



Set the Start Date on which the Advertisement will begin to run.

January 2002						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

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Set

FIG. 51 F13

Brandkey™  

advertise

Directory Management < Campaign Management

Places Ad-Spot Orders | Modify Ad-Spot Orders

Control Panel for Managing Advertising Campaigns

Standard Demonstration Mode

Set Frequency:

Client Account No: 7145001 | User Name: John Smith

Set the maximum number of times the Advertisement may run.

1 X/hr
 2 X/hr
 5 X/hr
 10 X/hr

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Set

FIG. 5.1.F14

Brandkey®
advertisess

Directory Management	Campaign Management
Place Ad-Spot Order	Modify Ad-Spot Order

Confirm Virtual Kiosk Advertisement Spot Order

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please confirm the Advertisement(s) that has been placed on each Virtual Kiosk below. You may view the Advertisement(s) associated with the Virtual Kiosk by clicking on its View Advertisements button.

Virtual Kiosk Name	Virtual Kiosk Code	Virtual Kiosk Type	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Placed Advertisements
Trek® Cycles 2002	Type goes here	Type goes here	090987-098	http://www.trek.com/cycles.html	Norwalk, CT	View Advertisements
Jazz® Discs 2002	Type goes here	Type goes here	090987-099	http://www.jaz.com/discos/jazz.html	Greenwich, CT	View Advertisements
Gatorade USA 2002	Type goes here	Type goes here	090987-098	http://www.gatorade.com	Miami, FL	View Advertisements
Just Do It!	Type goes here	Type goes here	090987-099	http://www.nike.com/sneakers/pump-air.html	Norwalk, CT	View Advertisements
Trek® Cycles 2002	Type goes here	Type goes here	090987-098	http://www.trek.com/cycles.html	Greenwich, CT	View Advertisements

◀ ◀ | ▶ Back | 1 2 3 4 5 | Next ▶ | ▶▶

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Control Panel for Managing Advertising Campaigns

Campaign Management	Ad-Spot Management
Place Ad-Spot Order	Standard Demonstration Mode

Confirm Virtual Kiosk Advertisement Spot Order

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please confirm the Advertisement(s) that has been placed on each Virtual Kiosk below. You may view the Advertisement(s) associated with the Virtual Kiosk by clicking on its View Advertisements button.

Virtual Kiosk Name	Virtual Kiosk Code	Virtual Kiosk Type	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Placed Advertisements
Trek® Cycles 2002	Type goes here	Type goes here	090987-098	http://www.trek.com/cycles.html	Norwalk, CT	View Advertisements
Jazz® Discs 2002	Type goes here	Type goes here	090987-099	http://www.jaz.com/discos/jazz.html	Greenwich, CT	View Advertisements
Gatorade USA 2002	Type goes here	Type goes here	090987-098	http://www.gatorade.com	Miami, FL	View Advertisements
Just Do It!	Type goes here	Type goes here	090987-099	http://www.nike.com/sneakers/pump-air.html	Norwalk, CT	View Advertisements
Trek® Cycles 2002	Type goes here	Type goes here	090987-098	http://www.trek.com/cycles.html	Greenwich, CT	View Advertisements

[Back](#) [Place Ad-Spot Order](#)

[Back](#) [Place Ad-Spot Order](#)

F1G. 5.1 F15

Brandkey™ ... advertise

Control Panel for Managing Advertising Campaigns

Standard Demonstration Mode

View Advertisements

Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
-------------------------------	-----------------------------------	------------------------------

Set the Relative Order for each Advertisement to run on the Virtual Kiosk. If you wish to remove an Advertisement from the Ad-Spot Order, then enter a "0" in the Relative Order textbox. Then click Set to save your changes.

Virtual Kiosk Name: Jaz® Discs 2002

URL of Advertisement

Relative Order

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Set

F1G. 5 & F16

Brandkey

advertisse

Directory Management	Campaign Management
Place Ad-Spot Order	Modify Ad-Spot Order

Confirm Virtual Kiosk Advertisement Spot Order

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

Ad-Spot Order No. 1234567 has been placed. Please review the Order Information below to confirm it.

Virtual Kiosk Name: Trek® Cycles 2002

Virtual Kiosk Type Code: Type goes here

Virtual Kiosk Serial Number: 090987-098

Installation Domain: <http://www.trek.com/cycles.html>

Physical Location (if applicable): Norwalk, CT

Ad-Spot Place on this Virtual Kiosk:

Title 1

Title 2

Title 3

◀◀ | ▲ Back 1 2 3 4 5 Next ▶▶**Back****Confirm****F1G.S1 F17**

Brandkey™  

Directory Management < Campaign Management < Ad-Spot Management

Place Ad-Spot Order Modify Ad-Spot Order

Select Ad-Spot Order

Client Account No: 7145001

User Name: John Smith

Select the Ad-Spot Order you wish to modify.

Ad-Spot Order Number

<u>1209978901</u>
<u>1209978932</u>
<u>1209978456</u>
<u>1209978678</u>
<u>1209978222</u>

Standard Demonstration Mod

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F1G_5.1_F18

Brandkey™

advertisers

Directory Management	Campaign Management	Ad-Spot Management
Places Ad-Spot Order	View Ad-Spot Order	View Ad-Spot Order

C. View Virtual Kiosk Advertisement Spots [Next]

<input checked="" type="checkbox"/> Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
--	----------------------------	-----------------------

Advertisements have been placed on the Virtual Kiosks below. You may view the Advertisement(s) associated with the Virtual Kiosk by clicking on its View Advertisements button. Click Update Advertisements to modify your Advertisement Placements.

Virtual Kiosk Name	Virtual Kiosk Code	Virtual Kiosk Type	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Placed Advertisements
Trek® Cycles 2002	Type goes here	Trek® Cycles	090987-098	http://www.trek.com/cycles.html	Norwalk, CT	View Advertisements
Jazz® Discs 2002	Type goes here	Jazz® Discs	090987-099	http://www.jaz.com/dics/jaz.html	Greenwich, CT	View Advertisements
Gatorade USA 2002	Type goes here	Gatorade	090987-098	http://www.gatorade.com	Miami, FL	View Advertisements
Just Do It! 2002	Type goes here	Just Do It!	090987-099	http://www.nike.com/sneakers/pump-air.html	Norwalk, CT	View Advertisements
Trek® Cycles 2002	Type goes here	Trek® Cycles	090987-098	http://www.trek.com/cycles.html	Greenwich, CT	View Advertisements

◀◀ | ▲ Back 1 2 3 4 5 Next ▶▶

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[Back](#) [Update Advertisements](#) [Next](#)

FIG. 51 FIG 9

Brandkey
advertise

Directory Management < Campaign Management
Place Ad-Spot Order Ad-Spot Management

[View Advertisements](#)

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Set the Relative Order for each Advertisement to run on the Virtual Kiosk. If you wish to remove an Advertisement from the Ad-Spot Order, then enter a "0" in the Relative Order textbox. Then click Set to save your changes.

Virtual Kiosk Name: Jazz® Discs 2002

URL of Advertisement

<http://www.trak.com/cycles.html>

<http://www.jaz.com/dscs/jaz.html>

<http://www.gatorade.com>

Relative Order

Trek® Cycles 2002

Jazz® Discs 2002

Gatorade USA 2002

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F1G. 5 i F20

Brandkey™

advertisements

Directory Management	Campaign Management	Place Ad-Spot Order	Virtual Kiosk Management
----------------------	---------------------	---------------------	--------------------------

Assign Advertisements to Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Configure selected advertisement(s) that is to run in the Registered Virtual Kiosk Advertising Campaign.

Click the Select Virtual Kiosks button to select the Virtual Kiosks on which the Advertisement will run.

Click the Set Date button to set the Start Date on which the Advertisement will begin to run.

Click the Set Frequency button to set the maximum number of times the Advertisement may run per hour.

URL of Advertisement	Title	Virtual Kiosks	Start Date	Frequency
http://www.trek.com/cycles.html	Trek® Cycles 2002	Select Virtual Kiosks	09/20/02	Set Date Set Frequency
http://www.jaz.com/disks/jaz.html	Jaz® Disks 2002	Select Virtual Kiosks	10/30/02	Set Date 5 X/hr Set Frequency
http://www.gatorade.com	Gatorade USA 2002	Select Virtual Kiosks	07/10/02	Set Date 2 X/hr Set Frequency
http://www.nike.com/sneakers/pump-air.html	Just Do It!	Select Virtual Kiosks	01/02/02	Set Date 10 X/hr Set Frequency
http://www.trek.com/cycles.html	Trek® Cycles 2002	Select Virtual Kiosks	09/20/02	Set Date 5 X/hr Set Frequency

◀◀ | ▲ Back | 1 2 3 4 5 | Next ▶▶

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Back | Add Advertisements | Next

F1G. 51 F21



Standard Demonstration Mode

Select Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001

Select the Virtual Kiosks on which the Advertisement will run.

P-S	S-S	V-S	S-P-S	R-S	I-S	C-S	All
Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain (if applicable)		Physical Location	Activity Indices	Ad Spot Rate (\$/Impression)	Add Ad
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html		Location 1	activity_indices	\$/Impression	<input type="checkbox"/>
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html		Location 2	activity_indices	\$/Impression	<input type="checkbox"/>
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html		Location 3	activity_indices	\$/Impression	<input type="checkbox"/>
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html		Location 4	activity_indices	\$/Impression	<input type="checkbox"/>
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html		Location 5	activity_indices	\$/Impression	<input type="checkbox"/>

◀◀ | ◀ Back 1 2 3 4 5 Next ▶ | ▶▶

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Select All

Set

F1 G. 5 / F22



Control Panel for Managing Advertising Campaigns	
<input type="button" value="Directory Management"/>	<input type="button" value="Campaign Management"/>
<input type="button" value="Place Ad-Spot Order"/>	<input type="button" value="Modify Ad-Spot Order"/>
Select Virtual Kiosks	
<input type="text" value="Client Account: DISNEY"/>	<input type="text" value="Client Account No: 7145001"/>
<input type="text" value="User Name: John Smith"/>	

Select the Virtual Kiosks on which the Advertisement will run.

P-S	S-S	V-S	S-P-S	R-S	I-S	C-S	All
							<input type="checkbox"/>
Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (If applicable)	Activity Indices	Ad Spot Rate (\$/Impression)	Add Ad	
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	activity_indices	\$/Impression		<input type="checkbox"/>
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	activity_indices	\$/Impression		<input type="checkbox"/>
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	activity_indices	\$/Impression		<input type="checkbox"/>
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	activity_indices	\$/Impression		<input type="checkbox"/>
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	activity_indices	\$/Impression		<input type="checkbox"/>

<| > Back 1 2 3 4 5 Next |>

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FIG. 51 F23

Brandkey™

advertisse

Directory Management	Campaign Management	Ad-Spot Management
Place Ad-Spot Order	Modify Ad-Spot Order	

Select Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Virtual Kiosks on which the Advertisement will run.

P-S	S-S	V-S	S-P-S	R-S	I-S	C-S	All
Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Activity Indices	Ad Spot Rate (\$/Impression)	Add Ad	
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	activity_indices	\$/Impression	<input type="checkbox"/>	
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	activity_indices	\$/Impression	<input type="checkbox"/>	
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	activity_indices	\$/Impression	<input type="checkbox"/>	
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	activity_indices	\$/Impression	<input type="checkbox"/>	
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	activity_indices	\$/Impression	<input type="checkbox"/>	

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◀◀ | ▲ Back 1 2 3 4 5 Next ►►

Select All Set

FIG. 51 F24



Control Panel for Managing Advertising Campaigns	
Directory Management	Campaign Management
Place Ad-Spot Order	Modify Ad-Spot Order

Select Virtual Kiosks

Client Account: DISNEY

Client Account No: 7145001

Select the Virtual Kiosks on which the Advertisement will run.

P-S	S-S	V-S	S-P-S	R-S	I-S	C-S	All
Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (If applicable)	Activity Indices	Ad Spot Rate (\$/Impression)	Add Ad	
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	activity_indices	\$/Impression	<input type="checkbox"/>	
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	activity_indices	\$/Impression	<input type="checkbox"/>	
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	activity_indices	\$/Impression	<input type="checkbox"/>	
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	activity_indices	\$/Impression	<input type="checkbox"/>	
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	activity_indices	\$/Impression	<input type="checkbox"/>	

◀▶ | ▲ Back 1 2 3 4 5 Next ▶▶

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Select All

Set

FIG. 51 F24



Control Panel for Managing Advertising Campaigns

Directory Management	Campaign Management	Ad-Spot Management
Place Ad-Spot Order	Modify Ad-Spot Order	

Standard Demonstration Mode

Select Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Virtual Kiosks on which the Advertisement will run.

P-S	S-S	V-S	S-P-S	R-S	I-S	C-S	All
Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Activity Indices	Ad Spot Rate (\$/Impression)	Add Ad	
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	activity_indices	\$/Impression	<input type="checkbox"/>	
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	activity_indices	\$/Impression	<input type="checkbox"/>	
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	activity_indices	\$/Impression	<input type="checkbox"/>	
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	activity_indices	\$/Impression	<input type="checkbox"/>	
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	activity_indices	\$/Impression	<input type="checkbox"/>	

◀▶ | ▲ Back | 1 2 3 4 5 | Next ► | ►►

856/939
Select All Set

FIG. 51 F25



Control Panel for Managing Advertising Campaigns	
Directory Management	Campaign Management
Place Ad-Spot Order	Ad-Spot Management

Select Virtual Kiosks

Client Account: DISNEY

Client Account No: 7145001

Select the Virtual Kiosks on which the Advertisement will run.

P-S	S-S	V-S	S-P-S	R-S	I-S	C-S	All
Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain (If applicable)	Physical Location (If applicable)	Activity Indices	Ad Spot Rate (\$/Impression)	Add Ad	
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	activity indices	\$/Impression		<input type="checkbox"/>
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	activity indices	\$/Impression		<input type="checkbox"/>
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	activity indices	\$/Impression		<input type="checkbox"/>
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	activity indices	\$/Impression		<input type="checkbox"/>
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	activity indices	\$/Impression		<input type="checkbox"/>

◀◀ | ▲ Back 1 2 3 4 5 Next ▶▶

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Select All

Set

F/G. 5 / F26

Brandkey™ :: advertise

Control Panel for Managing Advertising Campaigns

Standard Demonstration Mod

P-S	S-S	V-S	S-P-S	R-S	I-S	C-S	All
Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Activity Indices	Ad Spot Rate (\$/Impression)	Add Ad	
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	activity_indices	\$/Impression	<input type="checkbox"/>	
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	activity_indices	\$/Impression	<input type="checkbox"/>	
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	activity_indices	\$/Impression	<input type="checkbox"/>	
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	activity_indices	\$/Impression	<input type="checkbox"/>	
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	activity_indices	\$/Impression	<input type="checkbox"/>	

Select the Virtual Kiosks on which the Advertisement will run.

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

Place Ad-Spot Order | Modify Ad-Spot Order | Select Order | Campaign Management | Ad-Spot Management

◀◀ | ▶ Back | 1 2 3 4 5 | Next | ►►

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Set

FIG. 5 F27



Control Panel for Managing Advertising Campaigns

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Virtual Kiosks on which the Advertisement will run.

P-S	S-S	V-S	S-P-S	R-S	I-S	C-S	All
Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Activity Indices	Ad Spot Rate (\$/Impression)	Add Ad	
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	activity_indices	\$/Impression	<input type="checkbox"/>	
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	activity_indices	\$/Impression	<input type="checkbox"/>	
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	activity_indices	\$/Impression	<input type="checkbox"/>	
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	activity_indices	\$/Impression	<input type="checkbox"/>	
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	activity_indices	\$/Impression	<input type="checkbox"/>	

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◀◀ | ▲ Back 1 2 3 4 5 Next ▶▶ | ▶▶

Select All Set

F1G. S1F28

Brandkey™

advertiser

Directory Management Client Account No: 7145001

Place Ad-Spot Order Modify Ad-Spot Order

Set Date

Client Account: DISNEY

Set the Start Date on which the Advertisement will begin to run.

S	M	T	W	T	F	S
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

January 2002

◀ ▶

Standard Demonstration Mode

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Set*F1G. 51. F2 9*

Brandkey™
advertis

Directory Management Campaign Management
Place Ad-Spot Order ~~Modify Ad-Spot Order~~

Control Panel for Managing Advertising Campaigns

Standard Demonstration Mod

Set Frequency

<input checked="" type="checkbox"/> Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
Set the maximum number of times the Advertisement may run.		

- 1 X/hr
- 2 X/hr
- 5 X/hr
- 10 X/hr

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Set

F19. 51 F30

Brandkey®

ad•vertise

Directory Management	Campaign Management	Add-Spot Management
Place Ad-Spot Order	Modify Ad-Spot Order	

Select Advertisements

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Advertisement(s) which you wish to run in the selected Virtual Kiosk Advertising Campaign by checking its Add to Campaign checkbox. You may Preview any Advertisement by clicking on its URL in the list below. To remove an Advertisement simply uncheck its Add to Campaign checkbox.

URL of Advertisement	Title	Creator / Author	Owner	Add to Campaign
http://www.trek.com/cycles.html	Trek® Cycles 2002	Trek creator	Trek, Inc.	<input type="checkbox"/>
http://www.jaz.com/discs/jaz.html	Jaz® Discs 2002	Iomega Creator	Iomega	<input type="checkbox"/>
http://www.trek.com/cycles.html	Gatorade USA 2002	Gatorade Creator	Gatorade	<input type="checkbox"/>
http://www.jaz.com/discs/jaz.html	Just Do It!	Nike Creator	Nike	<input type="checkbox"/>
http://www.trek.com/cycles.html	Trek® Cycles 2002	Trek creator	Trek, Inc.	<input type="checkbox"/>

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Back**Next***F1G.S1.F31*

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The screenshot shows the Brandkey Promote subsystem homepage. At the top, there's a navigation bar with links: Home | About Us | Investors | Careers | Site Map | Contact Us | Help | Login. Below the navigation, there's a large banner with the word "Promote" in a large, bold, sans-serif font. To the left of the banner, there's a sidebar with sections for "Brandkey Systems", "Brandkey Promote Subsystem Benefits", "Tutorials", and "Brandkey Promote". The main content area features three circular icons with arrows pointing from them to three separate images: "Branded Products and Services" (an image of a laptop displaying a product catalog), "Promote branded products and services by building, running, and managing Promotional Campaigns on Multi-Mode Virtual Kiosks delivered to Consumers." (an image of a virtual kiosk screen showing a car advertisement), and "Virtual Kiosks delivered to Consumers." (an image of a virtual kiosk screen showing a car advertisement).

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The screenshot shows a web page with a header containing links for Home, About Us, Investors, Careers, Site Map, Contact Us, Help, and Login. The main content area has a title 'Brandkey Promote Subsystem Benefits - Virtual Kiosk Management Suite'. Below the title is a section titled 'Brandkey Promote Subsystem Benefits - Standard Demonstration Mod'. This section lists several user types: Brand Managers, Advertising Agents, Promotional Agents, Full Service Agents, Marketing Consultants, Brand Consultants, and Trademark Attorneys. To the right of this list, there is a detailed description of the system's features, mentioning its use for creating, executing, and managing promotional campaigns on networks of multi-mode Virtual Kiosks.

Brandkey™ promote

Brandkey Promote Subsystem Benefits | Virtual Kiosk Management Suite

Brandkey Promote Subsystem Benefits - Standard Demonstration Mod

- Brand Managers
- Advertising Agents
- Promotional Agents
- Full Service Agents
- Marketing Consultants
- Brand Consultants
- Trademark Attorneys

The Brandkey Promote™ Subsystem offers brand managers and their promotional agents a simple and convenient way of creating, executing and managing promotional campaigns designed to run on networks of multi-mode Virtual Kiosks that have been deployed at Internet-based consumer touchpoints. This Brandkey subsystem enables promoters and agents to generate Virtual Kiosk Promotional Directories specifying on which deployed virtual kiosks the promoter and agents are permitted to run promotional campaigns while preserving the rights and obligations of the users of the Brandkey Systems™ Network.

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**Brandkey™
promote**

Brandkey Systems | 1 | Brandkey create | 4 | Brandkey deliver | 4 | Brandkey advertise | 4 | Brandkey promote

Brandkey Promote System Benefits

Virtual Kiosk Promotion Campaign Management Suite

Virtual Kiosk Promotion Campaign Management Suite - Standard Demonstration Mode

Launch Control Panel for Managing Promotional Campaigns

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Text: P.162

F/G 52 C 1

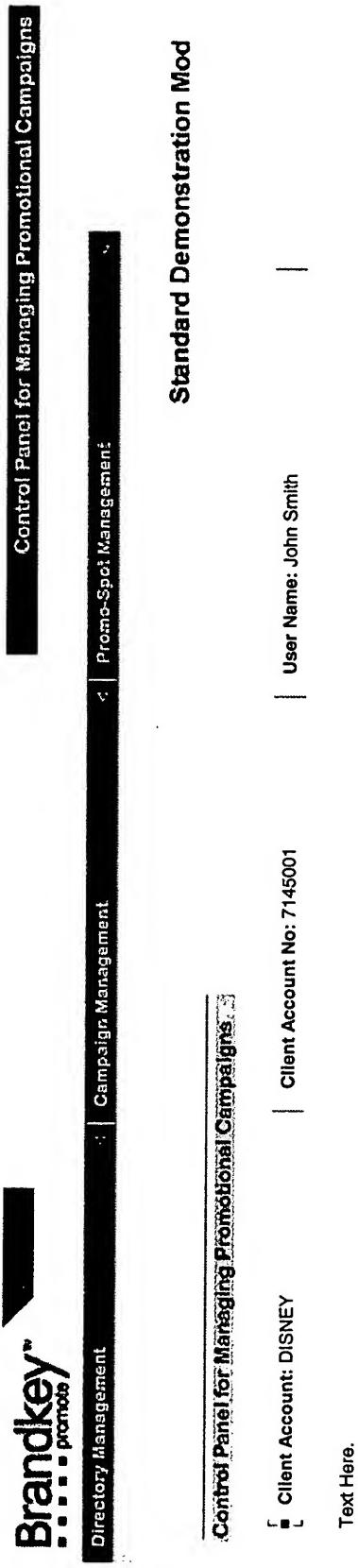
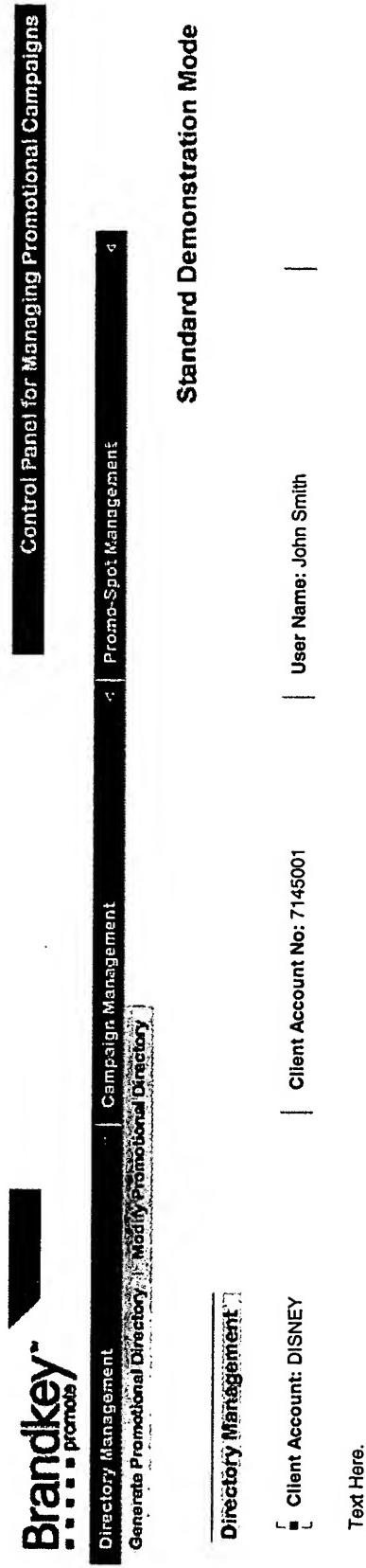


FIG. 52C2

http://www.brandkeysystems.com/bk_promote/m_promotional.html

5/8/2003



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F-1 G. 52 C 3

Brandkey promotes

Control Panel for Managing Promotional Campaigns

Standard Demonstration Mode

Select Promotional Directory Type

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Type of Advertising Directory you wish to Generate.

General Promotional Directory

Brand-Specific Promotional Directory

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Next Next

Fig. S2C4

Brandkey™

promote

Directory Management	Campaign Management	Promo-Spot Management
General Promotional Directory	Modify Promotional Directory	Control Panel for Managing Promotional Campaigns

Standard Demonstration Mode

Select Virtual Kiosk Types

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Specify the Types of Virtual Kiosks to be listed in the General Virtual Kiosk Promotional Directory.

- Product-Specific (P-S) Virtual Kiosks
- Service-Specific (S-S) Virtual Kiosks
- Vendor-Specific (V-S) Virtual Kiosks
- Service-Provider Specific (S-P-S) Virtual Kiosks
- Retailer-Specific (R-S) Virtual Kiosks (having registered Vendor's shelf rights)
- Industry-Specific (I-S) Virtual Kiosks (having registered Vendor's shelf rights)
- Corporate-Specific (C-S) Virtual Kiosks

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Dark button →
Inserted →

FIG. 52CS

Brandkey™
promotes

Control Panel for Managing Promotional Campaigns

Standard Demonstration Mod

Name the General Virtual Kiosk Promotional Directory

Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
------------------------	----------------------------	-----------------------

Please assign a name to the General Virtual Kiosk Promotional Directory you wish to Generate.

Name Directory:

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Back Next

http://www.brandkeysystems.com/bk_promote/m_promotional-directory-general-2.html

Fig. S2C 6

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Brandkey®
promos

Control Panel for Managing Promotional Campaigns

Standard Demonstration Mod

Generate the General Virtual Kiosk Promotional Directory.

Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
------------------------	----------------------------	-----------------------

Please click the Generate button to create the General Virtual Kiosk Promotional Directory.

Fig. S2C7

Brandkey™
promote

Directory Management General Promotional Directory Mktg. Promotional Directory

The General Virtual Kiosk Promotional Directory

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

General Virtual Kiosk Promotional Directory

Virtual Kiosk Serial Number	Virtual Kiosk Type Code	Virtual Kiosk Sponsor	Virtual Kiosk Display Mode	Virtual Kiosk Installation Domain	Physical Location of Virtual Kiosk (If Known or Applicable)	Virtual Kiosk User Activity Indices	Ad Spot Rate (\$/Impression)
90009060	PS	Sponsor	Tri-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/Impression
90009061	MS	Sponsor	Dual-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/Impression
90009062	RS	Sponsor	Tri-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/Impression
90009063	PS	Sponsor	Tri-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/Impression
90009064	IS	Sponsor	Dual-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/Impression

◀◀ | ▲ Back 1 2 3 4 5 Next ▶▶

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Standard Demonstration Mode

Control Panel for Managing Promotional Campaigns

Directory Management General Promotional Directory Mktg. Promotional Directory

Standard Demonstration Mode

User Name: John Smith

Download PDF copy of the General Virtual Kiosk Promotional Directory

[Download](#)

F1G.51C8

Brandkey [REDACTED]
... promote

Directory Management | Client Account Management | Campaign Management | Promo-Spot Management | Control Panel for Managing Promotional Campaigns

Search for Brand Entities: [REDACTED]

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Search for the Brand Entities associated with your Client Account, which you wish to include in this Brand-Specific Virtual Kiosk Promotional Directory. You may search by Trademark, Servicemark, Product Descriptor, Service Descriptor, or Brand Entity Name. Enter the Search Criteria in the textbox, select the Brand-Related Key from the dropdown menu, and then click the Search button to initiate the Brand Entity search.

Search for:

By: Trademark

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[REDACTED] Search

FIG. 52C9

Brandkey®

promote

Control Panel for Managing Promotional Campaigns

Directory Management		Campaign Management		Promo-Spot Management																																											
<input checked="" type="checkbox"/> Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith																																													
Select Brand Entities																																															
<input checked="" type="checkbox"/> Client Account: DISNEY <p>Below are listed the Brand Entities that matched your Search Criteria. Please select the ones you wish to add to the Brand-Specific Virtual Kiosk Promotional Directory by checking the Add checkbox.</p> <table border="1"> <thead> <tr> <th>Brand Entity</th> <th>Brand Entity Owner</th> <th>Trademark / Service Mark</th> <th>Product Descriptor / Service Descriptor</th> <th>No. of Products / Services</th> <th>Add</th> </tr> </thead> <tbody> <tr> <td>Here will go the brand entity</td> <td>Here will go the brand owner</td> <td>Here will go the trade mark</td> <td>Here will go the product name</td> <td>Here will go the No. of products</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Here will go the brand entity</td> <td>Here will go the brand owner</td> <td>Here will go the trade mark</td> <td>Here will go the product name</td> <td>Here will go the No. of products</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Here will go the brand entity</td> <td>Here will go the brand owner</td> <td>Here will go the trade mark</td> <td>Here will go the product name</td> <td>Here will go the No. of products</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Here will go the brand entity</td> <td>Here will go the brand owner</td> <td>Here will go the trade mark</td> <td>Here will go the product name</td> <td>Here will go the No. of products</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Here will go the brand entity</td> <td>Here will go the brand owner</td> <td>Here will go the trade mark</td> <td>Here will go the product name</td> <td>Here will go the No. of products</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Here will go the brand entity</td> <td>Here will go the brand owner</td> <td>Here will go the trade mark</td> <td>Here will go the product name</td> <td>Here will go the No. of products</td> <td><input type="checkbox"/></td> </tr> </tbody> </table>						Brand Entity	Brand Entity Owner	Trademark / Service Mark	Product Descriptor / Service Descriptor	No. of Products / Services	Add	Here will go the brand entity	Here will go the brand owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>	Here will go the brand entity	Here will go the brand owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>	Here will go the brand entity	Here will go the brand owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>	Here will go the brand entity	Here will go the brand owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>	Here will go the brand entity	Here will go the brand owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>	Here will go the brand entity	Here will go the brand owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>
Brand Entity	Brand Entity Owner	Trademark / Service Mark	Product Descriptor / Service Descriptor	No. of Products / Services	Add																																										
Here will go the brand entity	Here will go the brand owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>																																										
Here will go the brand entity	Here will go the brand owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>																																										
Here will go the brand entity	Here will go the brand owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>																																										
Here will go the brand entity	Here will go the brand owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>																																										
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Here will go the brand entity	Here will go the brand owner	Here will go the trade mark	Here will go the product name	Here will go the No. of products	<input type="checkbox"/>																																										

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FIG. S1C 10

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Brandkey™

promote

Control Panel for Managing Promotional Campaigns

Standard Demonstration Mode

Select Virtual Kiosk Types

Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
------------------------	----------------------------	-----------------------

Specify the Types of Virtual Kiosks to be listed in the General-Type Virtual Kiosk Promotional Directory.

Product-Specific (P-S) Virtual Kiosks

Service-Specific (S-S) Virtual Kiosks

Vendor-Specific (V-S) Virtual Kiosks

Service-Provider Specific (S-P-S) Virtual Kiosks

Retailer-Specific (R-S) Virtual Kiosks (having registered vendor's shelf rights)

Industry-Specific (I-S) Virtual Kiosks (having registered vendor's shelf rights)

Corporate-Specific (I-S) Virtual Kiosks (having registered vendor's shelf rights)

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FIG. S1C11

Brandkey®

promote

Directory Management Campaign Management

Generate Promotional Directory Modify Promotional Directory

Name the Brand-Specific Virtual Kiosk Promotional Directory:

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

Please assign a name to the Brand-Specific Virtual Kiosk Promotional Directory you wish to Generate.

Name Directory:

Please assign a name to the Brand-Specific Virtual Kiosk Promotional Directory you wish to Generate.

Name Directory:

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FIG. 51C12

Brandkey™
promote

Directory Management Campaign Management
[Generate Promotional Virtual Kiosk Promotional Directory](#)

[Generate the Brand-Specific Virtual Kiosk Promotional Directory](#)

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please click the Generate button to create the Brand-Specific Virtual Kiosk Promotional Directory.

Control Panel for Managing Promotional Campaigns

Directory Management Campaign Management
[Generate Promotional Virtual Kiosk Promotional Directory](#)

Standard Demonstration Mode

[Generate the Brand-Specific Virtual Kiosk Promotional Directory](#)

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

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Brandkey®

promote

Directory Management | Campaign Management
[General Promotional Directory](#) | [Modify Promotional Directory](#)

The Brand-Specific Virtual Kiosk Promotional Directory

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Brand-Specific Virtual Kiosk Promotional Directory

Virtual Kiosk Serial Number	Virtual Kiosk Type Code	Virtual Kiosk Sponsor	Virtual Kiosk Display Mode	Virtual Kiosk Installation Domain	Physical Location of Virtual Kiosk (If known or Applicable)	Virtual Kiosk User Activity Indices	Ad Spot Rate (\$/Impression)
90009060	PS	Sponsor	Tri-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity_indices	\$/Impression
90009061	MS	Sponsor	Dual-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity_indices	\$/Impression
90009062	RS	Sponsor	Tri-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity_indices	\$/Impression
90009063	PS	Sponsor	Tri-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity_indices	\$/Impression
90009064	IS	Sponsor	Dual-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity_indices	\$/Impression

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Control Panel for Managing Promotional Campaigns

Standard Demonstration Mode

Download PDF copy of the Brand-Specific Virtual Kiosk Promotional Directory

[Download](#)

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Brandkey™
promote

Control Panel for Managing Promotional Campaigns

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Type of Advertising Directory you wish to Modify.

General Promotional Directory
 Brand-Specific Promotional Directory

Standard Demonstration Mode

Next

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Next

FIG. 52c15

Brandkey® [REDACTED]
promos

Control Panel for Managing Promotional Campaigns

Standard Demonstration Mode

Select Brand-Specific Promotional Directory

<input checked="" type="radio"/> Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
---	----------------------------	-----------------------

Select the Brand-Specific Promotional Directory you wish to modify.

Brand-Specific Promotional Directory

Promotional Directory 1	Date Created 01/20/2003
Promotional Directory 2	02/04/2003
Promotional Directory 3	03/25/2003
Promotional Directory 4	04/01/2003
Promotional Directory 5	05/14/2003

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Brandkey

promote

Control Panel for Managing Promotional Campaigns

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Standard Demonstration Mode

Select Brand Entities

Brand Entity Owner

Brand Entity	Brand Entity Owner	Trademark/Servicemark	Product/Service Descriptor	No. of Product/Services	Selected
Brand Entity 1	Brand Entity Owner 1	Trademark 1	Product Descriptor 1	Product 1	<input checked="" type="checkbox"/>
Brand Entity 2	Brand Entity Owner 2	Trademark 2	Product Descriptor 2	Product 2	<input checked="" type="checkbox"/>
Brand Entity 3	Brand Entity Owner 3	Trademark 3	Product Descriptor 3	Product 3	<input checked="" type="checkbox"/>
Brand Entity 4	Brand Entity Owner 4	Trademark 4	Product Descriptor 4	Product 4	<input checked="" type="checkbox"/>
Brand Entity 5	Brand Entity Owner 5	Trademark 5	Product Descriptor 5	Product 5	<input checked="" type="checkbox"/>

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Back Add Brands Next

FIG. 51C17

Brandkey

promote

Control Panel for Managing Promotional Campaigns

Client Account Management | Campaign Management | Prom-Spot Management

Generate Promotional Directory | ~~Generate Promotional Directory~~

Standard Demonstration Mod

Search for Brand Entities

<input checked="" type="checkbox"/> Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
--	----------------------------	-----------------------

Search for the Brand Entities associated with your Client Account, which you wish to include in this Brand-Specific Virtual Kiosk Promotional Directory. You may search by Trademark, Servicemark, Product Descriptor, Service Descriptor, or Brand Entity Name. Enter the Search Criteria in the textbox, select the Brand-Related Key from the dropdown menu, and then click the Search button to initiate the Brand Entity search.

Search for:

By: Trademark

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Fig. 52c18

Brandkey™

promote

Directory Management	Campaign Management
Generate Promotional Directory	Modify Promotional Directory

Select Brand Entities

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Below are listed the Brand Entities that matched your Search Criteria. Please select the ones you wish to add to the Brand-Specific Virtual Kiosk Promotional Directory by checking the Add checkbox.

Brand Entity	Brand Entity Owner	Trademark / Service Mark	Product Descriptor / Service Descriptor	No. of Products / Services
Here will go the brand entity	Here will go the brand owner	Here will go the trade mark	Here will go the product name	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand owner	Here will go the trade mark	Here will go the product name	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand owner	Here will go the trade mark	Here will go the product name	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand owner	Here will go the trade mark	Here will go the product name	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand owner	Here will go the trade mark	Here will go the product name	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand owner	Here will go the trade mark	Here will go the product name	<input type="checkbox"/>
Here will go the brand entity	Here will go the brand owner	Here will go the trade mark	Here will go the product name	<input type="checkbox"/>

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Brandkey [REDACTED]
promote

Directory Management Campaign Management [REDACTED] [REDACTED]

Generate Promotional Directory [REDACTED]

Control Panel for Managing Promotional Campaigns

Standard Demonstration Mode**Select Virtual Kiosk Types**

Client Account: DISNEY

Client Account No: 7145001

[REDACTED]

Specify the Types of Virtual Kiosks to be listed in the Brand-Specific Virtual Kiosk Promotional Directory.

- Product-Specific (P-S) Virtual Kiosks
- Service-Specific (S-S) Virtual Kiosks
- Vendor-Specific (V-S) Virtual Kiosks
- Service-Provider Specific (S-P-S) Virtual Kiosks
- Retailer-Specific (R-S) Virtual Kiosks (having registered vendor's shelf rights)
- Industry-Specific (I-S) Virtual Kiosks (having registered vendor's shelf rights)
- Corporate-Specific (I-S) Virtual Kiosks (having registered vendor's shelf rights)

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FIG. S2C20

Brandkey™
promote

Directory Management Campaign Management Client Account No: 7145001

General Promotional Directory **Brand-Specific Virtual KidSafe Promotional Directory**

Name the Brand-Specific Virtual KidSafe Promotional Directory:

Client Account: DISNEY User Name: John Smith

You may change the Name assigned to this Brand-Specific Promotional Directory.

Directory Name:

Control Panel for Managing Promotional Campaigns

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FIG. S1 C21

Brandkey™ [REDACTED]
promote

Directory Management Campaign Management Promotional Management

Generate Promotional Directory Modify Promotional Directory

Standard Demonstration Mode

Generate the Brand-Specific Virtual Kiosk Promotional Directory

<input checked="" type="checkbox"/> Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
--	----------------------------	-----------------------

Please click the Modify button to modify the Brand-Specific Virtual Kiosk Promotional Directory.

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[Back](#) [Modify Directory](#)

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Directory Management Campaign Management
General Promotional Directory Brand-Specific Virtual Kiosk Promotional Directory

The Brand-Specific Virtual Kiosk Promotional Directory

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Brand-Specific Virtual Kiosk Promotional Directory

Virtual Kiosk Serial Number	Virtual Kiosk Type Code	Virtual Kiosk Sponsor	Virtual Kiosk Display Mode	Virtual Kiosk Installation Domain	Physical Location of Virtual Kiosk (if known or Applicable)	Virtual Kiosk User Activity Indices	Ad Spot Rate (\$/Impression)
90009060	PS	Sponsor	Tri-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity_indices	\$/Impression
90009061	MS	Sponsor	Dual-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity_indices	\$/Impression
90009062	RS	Sponsor	Tri-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity_indices	\$/Impression
90009063	PS	Sponsor	Tri-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity_indices	\$/Impression
90009064	IS	Sponsor	Dual-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity_indices	\$/Impression

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Control Panel for Managing Promotional Campaigns

Standard Demonstration Mod

Download PDF copy of the Brand-Specific Virtual Kiosk Promotional Directory

[Download](#)

F1G.52C23

Brandkey™

promote

Control Panel for Managing Promotional Campaigns

Directory Management | Campaign Management | Promo-Spot Management

General Promotional Directory | Promotional Directories | Promotional Directories

Select General Promotional Directory

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the General Promotional Directory you wish to modify.

General Promotional Directory

	Date Created
Promotional Directory 1	01/20/2003
Promotional Directory 2	02/04/2003
Promotional Directory 3	03/25/2003
Promotional Directory 4	04/01/2003
Promotional Directory 5	05/14/2003

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Brandkey®

promotes

Control Panel for Managing Promotional Campaigns

Directory Management	Campaign Management	1 Promo-Spot Management
General Promotional Directory	Industry Promotional Directory	<

Standard Demonstration Mode

Select Virtual Kiosk Types

Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
------------------------	----------------------------	-----------------------

Specify the Types of Virtual Kiosks to be listed in the General Promotional Directory. The Virtual Kiosk Types you have previously chosen are checked by default. If you wish to add a Virtual Kiosk Type, then check its checkbox. If you wish to remove a Virtual Kiosk Type, then uncheck its checkbox.

- Product-Specific (P-S) Virtual Kiosks
- Service-Specific (S-S) Virtual Kiosks
- Vendor-Specific (V-S) Virtual Kiosks
- Service-Provider Specific (S-P-S) Virtual Kiosks
- Retailer-Specific (R-S) Virtual Kiosks (having registered Vendor's shelf rights)
- Industry-Specific (I-S) Virtual Kiosks (having registered Vendor's shelf rights)
- Corporate-Specific (C-S) Virtual Kiosks

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Back**Next**

FIG. 52 C 25

Brandkey®
promote

Directory Management Campaign Management Promo-Spot Management

General Promotional Directory **Virtual Kiosk Promotional Directory**

Name the General Virtual Kiosk Promotional Directory:

Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
------------------------	----------------------------	-----------------------

You may change the Name assigned to this General Promotional Directory.

Directory Name: **Promotional Directory 1**

Control Panel for Managing Promotional Campaigns

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FIG. 52C 26

Brandkey®

promote

Control Panel for Managing Promotional Campaigns

Directory Management	Campaign Management	Promo-Spot Management
General Promotional Directory	General Campaigns	Promo-Spot Management

Standard Demonstration Mode

Modify Promotional Directory

<input checked="" type="checkbox"/> Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
--	----------------------------	-----------------------

Please click the Modify button to modify the selected General Advertising Directory.

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Brandkey
... promote

Directory Management Campaign Management
Generate Promotional Directory [\[Logout\]](#)

Control Panel for Managing Promotional Campaigns

[Download Promotional Directory](#)

Client Account: DISNEY

client Account No: 7145001

User Name: John Smith

General Virtual Kiosk Promotional Directory

Virtual Kiosk Serial Number	Kiosk Type Code	Virtual Kiosk Sponsor	Virtual Kiosk Display Mode	Virtual Kiosk Installation Domain	Physical Location of Virtual Kiosk (If known or Applicable)	User Activity Indices	Ad Spot Rate (\$/Impression)
90009060	PS	Sponsor	Tri-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity_indices	\$/Impression
90009061	MS	Sponsor	Dual-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity_indices	\$/Impression
90009062	RS	Sponsor	Tri-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity_indices	\$/Impression
90009063	PS	Sponsor	Tri-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity_indices	\$/Impression
90009064	IS	Sponsor	Dual-Mode	http://www.nike.com	Cosco; Norwalk, CT	activity_indices	\$/Impression

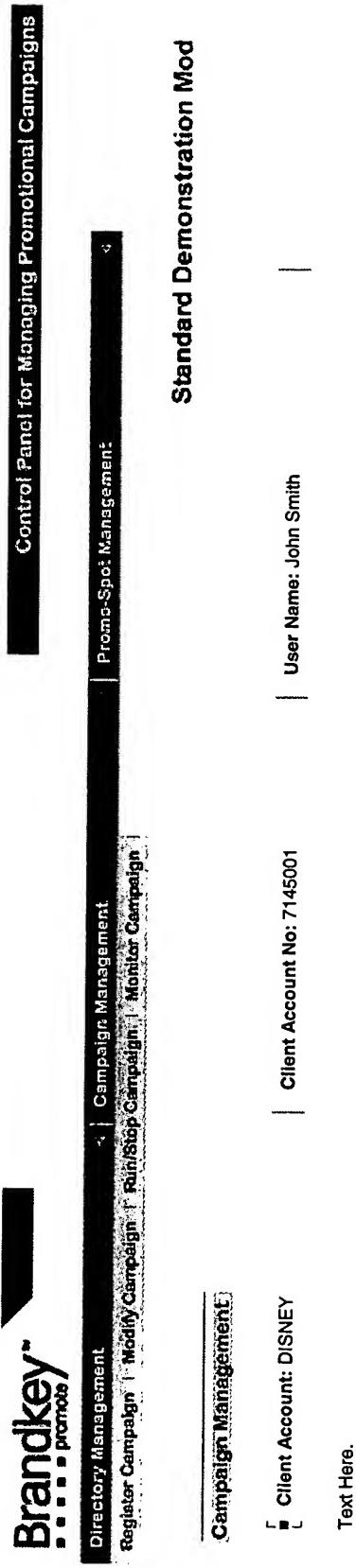
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Standard Demonstration Mode

Download PDF copy of the selected General Promotional Directory [Download](#)

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FIG. S2D1

http://www.brandkeysystems.com/bk_promote/m_promotional-campaign.html

5/8/2003

Brandkey®
promos

Directory Management Campaign Management
New Virtual Kiosk Campaign Modify Campaign Delete Campaign Standard Campaign

Control Panel for Managing Promotional Campaigns

Standard Demonstration Mode

Input Virtual Kiosk Promotional Campaign Basic Information

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please enter the information below in order to register the new Virtual Kiosk Promotional Campaign.

Name of Virtual Kiosk Promoting Campaign:

Virtual Kiosk Promoting Campaign Registration Number:

Campaign Start Date:

Campaign End Date:

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Brandkey®
promote

Directory Management

Regular Campaign | Multi-Campaign | Run/Stop Campaign | Monitor Campaign

Campaign Management

Promo-Spot Management

Select Virtual Kiosk Promotional Directory Type

Client Account: DISNEY

client Account No: 7145001

User Name: John Smith

Please select which Type of Virtual Kiosk Promotional Directory you wish to use to build the new Virtual Kiosk Promotional Campaign.

General Virtual Kiosk Promotional Directory

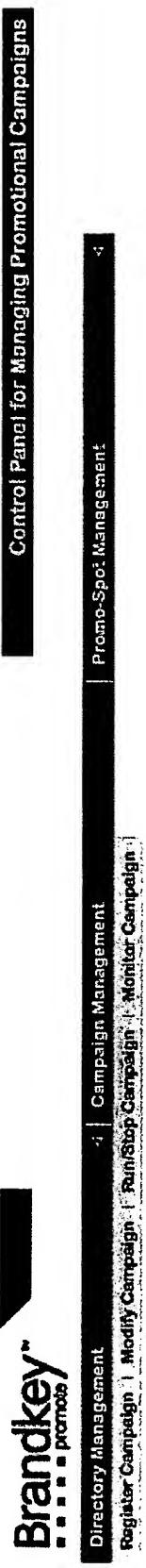
Brand-Specific Virtual Kiosk Promotional Directory

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Select Virtual Kiosk Promotional Directory

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please select the General Virtual Kiosk Promotional Directory you wish to use to build the new Virtual Kiosk Promotional Campaign.

General Virtual Kiosk Directory Name

- Trek® Cycles 2002
- Jazz® Discs 2002
- Gatorade USA 2002
- Trek® Cycles 2002
- Jazz® Discs 2002

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Please select the Brand-Specific Virtual Kiosk Promotional Directory you wish to use to build the new Virtual Kiosk Promotional Campaign.

Brand-Specific Virtual Kiosk Directory Name

- Trek® Cycles 2002
- Jazz® Discs 2002
- Gatorade USA 2002
- Trek® Cycles 2002
- Jazz® Discs 2002

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Insert back button back

FIG. 52D4

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Brandkey™
promote

Directory Management Campaign Management
[Register Campaign](#) | [Modify Campaign](#) | [Run/Stop Campaign](#) | [Monitor Campaign](#)

Control Panel for Managing Promotional Campaigns

Campaign Management Promo-Spot Management
[Run/Stop Campaign](#) | [Monitor Campaign](#)

Select Virtual Kiosks

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Please select the Virtual Kiosks you wish to add to the Virtual Kiosk Promotional Campaign, by checking their Add to Campaign checkboxes. Click the Register button to Register the new Virtual Kiosk Promotional Campaign.

Virtual Kiosk Name	Virtual Kiosk Serial Number	Virtual Kiosk Type Code	Virtual Kiosk Type	Installation Domain	Physical Location (if applicable)	Add to Campaign
Trek® Cycles 2002	090987-098	Type goes here	Type goes here	http://www.trek.com/cycles.html	Norwalk, CT	<input type="checkbox"/>
Jazz® Discs 2002	090987-099	Type goes here	Type goes here	http://www.jaz.com/discs/jaz.html	Greenwich, CT	<input type="checkbox"/>
Jazz® Discs 2002	090987-099	Type goes here	Type goes here	http://www.jaz.com/discs/jaz.html	Miami, FL	<input type="checkbox"/>
Trek® Cycles 2002	090987-098	Type goes here	Type goes here	http://www.gatorade.com	Miami, FL	<input type="checkbox"/>
Jazz® Discs 2002	090987-099	Type goes here	Type goes here	http://www.nike.com/sneakers/pump-air.html	Norwalk, CT	<input type="checkbox"/>

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Standard Demonstration Mode

[Back](#) | [Register Campaign](#)

FIG. 52D5

Brandkey®

promote

Directory Management	Campaign Management	Promo-Spot Management
Register Campaign	Manage Campaign	Manage Promotional Campaign

Select Virtual Kiosk Promotional Campaign

<input checked="" type="radio"/> Client Account: DISNEY	client Account No: 7145001	User Name: John Smith
---	----------------------------	-----------------------

Select the Virtual Kiosk Promotional Campaign you wish to Modify by clicking on its Name.

Name of Virtual Kiosk Promo Campaign	Owner of Virtual Kiosk Promo Campaign	Date of Campaign Registration	Campaign Registration Number	Campaign Status
Virtual Kiosk Promo	Owner of Virtual kiosk	02-03-02	Virtual Kiosk Number	Running
Virtual Kiosk Promo	Owner of Virtual kiosk	02-03-02	Virtual Kiosk Number	Running
Virtual Kiosk Promo	Owner of Virtual kiosk	02-03-02	Virtual Kiosk Number	Expired
Virtual Kiosk Promo	Owner of Virtual kiosk	02-03-02	Virtual Kiosk Number	Stopped
Virtual Kiosk Promo	Owner of Virtual kiosk	02-03-02	Virtual Kiosk Number	Stopped

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Standard Demonstration Mode

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promote

Directory Management < Campaign Management

Register Campaign | Modify Campaign | Run/Stop Campaign | Monitor Campaign

Control Panel for Managing Promotional Campaigns

Modify the Virtual Kiosk Promotional Campaign

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

You may Modify the Virtual Kiosk Promotional Campaign by Adding or Removing Virtual Kiosks from the Campaign.

Master Data Record for Virtual Kiosk Promotional Campaign

Name of Virtual Kiosk Promo
Campaign
Trek® Cycles 2002

Owner of Virtual Kiosk Promo
Campaign
Trek, Inc.

Virtual Kiosk Added to Subnetwork of the Campaign	Virtual Kiosk ID No.	Virtual Kiosk Type Code	Virtual Kiosk Display Mode	Virtual Kiosk Installation Domain	Physical Location of Virtual Kiosk (If known or Applicable)	Virtual Kiosk User Activity Indices	Promo Spot Rate (\$/Impression)	Promo Spot on Virtual Kiosks	Order Placed on Virtual Kiosks
<input checked="" type="checkbox"/>	90009060	PS	Codes	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/Impression	ASO#26	
<input type="checkbox"/>	90009061	VS	Codes	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/Impression	ASO#29, ASO#32	
<input type="checkbox"/>	90009062	RS	Codes	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/Impression	ASO#56	
<input type="checkbox"/>	90009063	PS	Codes	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/Impression	ASO#98	
<input type="checkbox"/>	90009064	IS	Codes	http://www.nike.com	Cosco; Norwalk, CT	activity indices	\$/Impression	ASO#30	

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FIG. 52D7

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Brandkey®
promote

Directory Management | Campaign Management
Register Campaign | Modify Campaign | Delete Campaign | Monitor Campaign

Run Virtual Kiosk Promotional Campaigns

Client Account: DISNEY

client Account No: 7145001

User Name: John Smith

Select the Virtual Kiosk Promotional Campaigns you wish to Run by checking their Run checkboxes and then clicking the Run Promotional Campaign button.

Virtual Kiosk Promotional Campaign

Virtual Kiosk Promotional Campaign 1

Virtual Kiosk Promotional Campaign 2

Virtual Kiosk Promotional Campaign 3

Virtual Kiosk Promotional Campaign 4

Run

Run Campaign

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Standard Demonstration Mode**Control Panel for Managing Promotional Campaigns**

Stop

Stop

FIG. 52D-8

Select the Virtual Kiosk Promotional Campaigns you wish to Stop by checking their Stop checkboxes and then clicking the Stop Promotional Campaign button.

Virtual Kiosk Promotional Campaign

Virtual Kiosk Promotional Campaign 1

Virtual Kiosk Promotional Campaign 2

Virtual Kiosk Promotional Campaign 3
Virtual Kiosk Promotional Campaign 4

Stop Campaign

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Brandkey 

promote

Directory Management | Register Campaign | Modify Campaign | SkinShop Configuration | Advanced Campaign

Control Panel for Managing Promotional Campaigns <

Promo-Spot Management

Standard Demonstration Mod

Select Virtual Kiosk Promotional Campaign

Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
------------------------	----------------------------	-----------------------

Select the Virtual Kiosk Promotional Campaign you wish to Monitor by clicking on its Name.

Name of Virtual Kiosk Promo Campaign	Owner of Virtual Kiosk Promo Campaign	Date of Campaign Registration	Campaign Registration Number	Campaign Status
Virtual Kiosk Promo	Owner of Virtual kiosk	02-03-02	Campaign Registration Number	Running
Virtual Kiosk Promo	Owner of Virtual kiosk	02-03-02	Campaign Registration Number	Running
Virtual Kiosk Promo	Owner of Virtual kiosk	02-03-02	Campaign Registration Number	Expired
Virtual Kiosk Promo	Owner of Virtual kiosk	02-03-02	Campaign Registration Number	Stopped
Virtual Kiosk Promo	Owner of Virtual kiosk	02-03-02	Campaign Registration Number	Stopped

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FIG. 52D10

Brandkey Promote Subsystem

Brandkey™

promote

Control Panel for Managing Promotional Campaigns

4 | Campaign Management | Promo-Spot Management

Directory Management Register Campaign Modify Campaign Run Stop Campaign Monitor Interruption

Standard Demonstration Mode

Monitor Virtual Kiosk Promotional Campaign

Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
------------------------	----------------------------	-----------------------

You may review the statistics compiled for the selected Virtual Kiosk Promotional Campaign.

Promotional Campaign Name:

Promotional Campaign Registration Number:

Promotional Campaign Registration's Date:

Promotional Campaign Status:

Total Number of Promotions placed on Campaign's Subnetwork of Virtual Kiosks:

Total Number of Promotions Run on Campaign's Subnetwork of Virtual Kiosks:

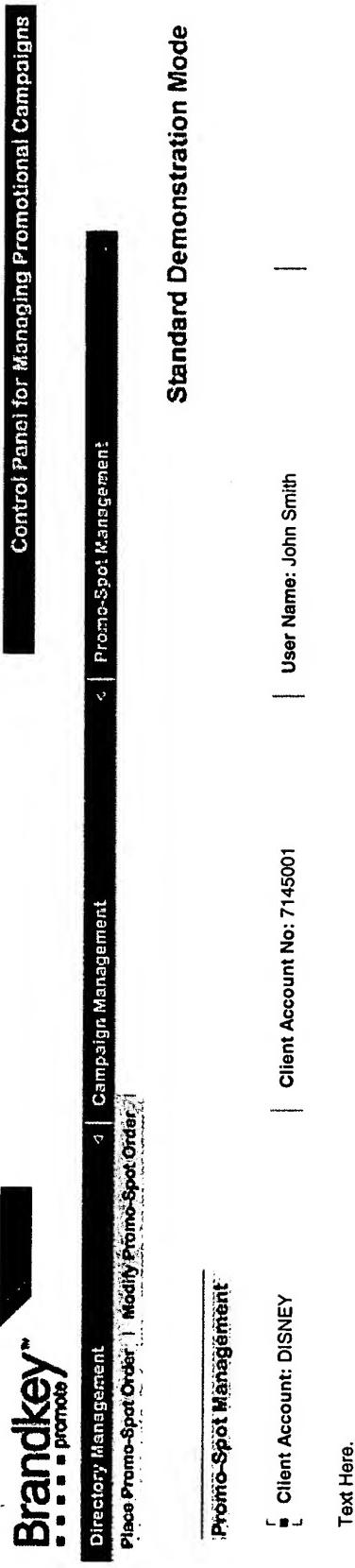
Total Number of Promo Spot Interruptions on Retail-Specific Virtual Kiosks on Subnetwork:

Total Number of Brand Information Networks Accessed by Consumers Response to PromoSpot Displayed on Virtual Kiosks:

903/939

Exit

FIG. S2D11



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FIG. S2E1

http://www.brandkeysystems.com/bk_promote/m_promotional-promotional-promo-spot.html

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Brandkey 
promotes

Control Panel for Managing Promotional Campaigns

Directory Management < | Campaign Management < | Promo-Spot Management

Place Promo-Spot Order | Modify Promo-Spot Order

Select Virtual Kiosk Promotional Campaign

Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
------------------------	----------------------------	-----------------------

Select the Registered Virtual Kiosk Promotional Campaign on which you wish to place Promo-Spot Orders.

Name of Virtual Kiosk Promotional Campaign	Registration Number	Registration Date
Trek® Cycles 2002	09890-0989	02-03-02
Jazz® Discs 2002	09890-0995	02-03-02
Gatorade USA 2002	09890-1001	02-03-02
Just Do It!	09890-1025	02-03-02
Trek® Cycles 2002	09890-0989	02-03-02

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FIG. S2-E2



Control Panel for Managing Promotional Campaigns	
Directory Management	Campaign Management
Promo-Spot Management	Promo-Spot Management

Standard Demonstration Mode

Select Promotions:

Client Account: DISNEY

User Name: John Smith

Select the promotion(s) which you wish to run in the selected Virtual Kiosk Promotion Campaign by checking its Add to Campaign checkbox. You may Preview any Promotion by clicking on its URL in the list below.

URL of Promotion	Title	Creator / Author	Owner	Add to Campaign
http://www.trek.com/cycles.html	Trek® Cycles 2002	Trek creator	Trek, Inc.	<input type="checkbox"/>
http://www.jaz.com/discs/faz.html	Jaz® Discs 2002	Iomega Creator	Iomega	<input type="checkbox"/>
http://www.trek.com/cycles.html	Gatorade USA 2002	Gatorade Creator	Gatorade	<input type="checkbox"/>
http://www.jaz.com/discs/faz.html	Just Do It!	Nike Creator	Nike	<input type="checkbox"/>
http://www.trek.com/cycles.html	Trek® Cycles 2002	Trek creator	Trek, Inc.	<input type="checkbox"/>

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F1G. 51 E3



Control Panel for Managing Promotional Campaigns	
Directory Management	Campaign Management
Place Promotions & Spot Offers	Ready Promotional Offers

Standard Demonstration Mod

Assign Promotions to Virtual Kiosks:

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Configure selected promotion(s) that is to run in the Registered Virtual Kiosk Promotional Campaign.

Click the Select Virtual Kiosk button to select the Virtual Kiosks on which the promotion will run.

Click the Set Date button to set the Start Date on which the promotion will begin to run.

Click the Set Frequency button to set the maximum number of times the promotion may run per hour.

URL of promotion	Title	Virtual Kiosks	Start Date	Frequency
http://www.trek.com/cycles.html	Trek® Cycles 2002	Select Virtual Kiosks	09/20/02	<input type="button" value="Set Date"/> 10 X/hr <input type="button" value="Set Frequency"/>
http://www.jaz.com/dises/jaz.html	Jazz® Dises 2002	Select Virtual Kiosks	10/30/02	<input type="button" value="Set Date"/> 5 X/hr <input type="button" value="Set Frequency"/>
http://www.gatorade.com	Gatorade USA 2002	Select Virtual Kiosks	07/10/02	<input type="button" value="Set Date"/> 2 X/hr <input type="button" value="Set Frequency"/>
http://www.nike.com/sneakers/pump-air.html	Just Do It!	Select Virtual Kiosks	01/02/02	<input type="button" value="Set Date"/> 10 X/hr <input type="button" value="Set Frequency"/>
http://www.trek.com/cycles.html	Trek® Cycles 2002	Select Virtual Kiosks	09/20/02	<input type="button" value="Set Date"/> 5 X/hr <input type="button" value="Set Frequency"/>

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FHG. 52 E4

Brandkey :: promos ::

Control Panel for Managing Promotional Campaigns

Client Management		Campaign Management		Promo-Spot Management		Standard Demonstration Mod																									
Place Promo-Spot Order		Modify Promo-Spot Order		<		>																									
Select Virtual Kiosks		Client Account No: 7145001		User Name: John Smith																											
<input checked="" type="checkbox"/> Client Account: DISNEY <input type="checkbox"/>		<input type="checkbox"/> V-S <input type="checkbox"/> S-P-S <input type="checkbox"/> R-S <input type="checkbox"/> I-S <input type="checkbox"/> C-S <input type="checkbox"/> All		<input type="checkbox"/> Physical Location (if applicable) <input type="checkbox"/> Activity Indices <input type="checkbox"/> Promo Spot Rate (\$/Impression)		<input type="checkbox"/> Add Indices <input type="checkbox"/> Add Impression <input type="checkbox"/> Add Activity <input type="checkbox"/> Add Location																									
Select the Virtual Kiosks on which the Promotion will run. <table border="1"> <thead> <tr> <th>Virtual Kiosk Name</th> <th>Virtual Kiosk Serial Number</th> <th>Installation Domain</th> <th>Location</th> </tr> </thead> <tbody> <tr> <td>Virtual Kiosk Name 1</td> <td>090987-098</td> <td>http://www.installationdomain1.html</td> <td>Location 1</td> </tr> <tr> <td>Virtual Kiosk Name 2</td> <td>090987-099</td> <td>http://www.installationdomain2.html</td> <td>Location 2</td> </tr> <tr> <td>Virtual Kiosk Name 3</td> <td>090987-098</td> <td>http://www.installationdomain3.html</td> <td>Location 3</td> </tr> <tr> <td>Virtual Kiosk Name 4</td> <td>090987-099</td> <td>http://www.installationdomain4.html</td> <td>Location 4</td> </tr> <tr> <td>Virtual Kiosk Name 5</td> <td>090987-098</td> <td>http://www.installationdomain5.html</td> <td>Location 5</td> </tr> </tbody> </table>								Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Location	Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5
Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Location																												
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1																												
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2																												
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3																												
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4																												
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5																												
<input type="checkbox"/> Back <input type="checkbox"/> Next <input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5																															

90B/939

Set

100

FIG. 52E5

Brandkey®

promote

Client Account: DISNEY		Client Account No: 7145001		User Name: John Smith	
Select the Virtual Kiosks on which the Promotion will run.		P-S	S-S	V-S	All
Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Activity Indices	Promo Spot Rate (\$/Impression)
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	activity indices	\$/Impression
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	activity indices	\$/Impression
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	activity indices	\$/Impression
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	activity indices	\$/Impression
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	activity indices	\$/Impression

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◀▶ | ◀ Back 1 2 3 4 5 Next ▶▶

FIG. 52 E 6

Brandkey

Control Panel for Managing Promotional Campaigns

promote

Directory Management < Campaign Management -> Promo-Spot Management

Place promo-Spot Order Modify Promo-Spot Order

Select Virtual Kiosks

Client Account No: 71450001

User Name: John Smith

Select the Virtual Kiosks on which the Promotion will run.

P-S	S-S	V-S	S-P-S	R-S	I-S	C-S	All
Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Activity Indices	Promo Spot Rate (\$/Impression)	Add Promo	
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	activity indices	\$/Impression	<input type="checkbox"/>	
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	activity indices	\$/Impression	<input type="checkbox"/>	
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	activity indices	\$/Impression	<input type="checkbox"/>	
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	activity indices	\$/Impression	<input type="checkbox"/>	
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	activity indices	\$/Impression	<input type="checkbox"/>	

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◀ Back 1 2 3 4 5 Next ▶

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Set

1

FIG. 51E 7

Control Panel for Managing Promotional Campaigns	
<input type="button" value="Place Promo-Spot Order"/>	<input type="button" value="Modify Promo-Spot Order"/>
<input type="button" value="Select Virtual Kiosks"/>	<input type="button" value="Client Account: DISNEY"/>
<input type="button" value="Promo-Spot Management"/>	<input type="button" value="User Name: John Smith"/>
<input type="button" value="Campaign Management"/>	<input type="button" value="Client Account No: 7145001"/>
<input type="button" value="Promo-Spot Management"/>	<input type="button" value="Standard Demonstration Mod"/>
<input type="button" value="Promo-Spot Management"/>	<input type="button" value="Select the Virtual Kiosks on which the Promotion will run."/>
<input type="button" value="Promo-Spot Management"/>	<input type="button" value="P-S"/>
<input type="button" value="Promo-Spot Management"/>	<input type="button" value="S-S"/>
<input type="button" value="Promo-Spot Management"/>	<input type="button" value="V-S"/>
<input type="button" value="Promo-Spot Management"/>	<input type="button" value="R-S"/>
<input type="button" value="Promo-Spot Management"/>	<input type="button" value="S-P-S"/>
<input type="button" value="Promo-Spot Management"/>	<input type="button" value="C-S"/>
<input type="button" value="Promo-Spot Management"/>	<input type="button" value="All"/>

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Set.

Fig. 51 E 8

Brandkey®
Promote

Directory Management Campaign Management
 [Place Promo-Spot Order](#)

Control Panel for Managing Promotional Campaigns

Standard Demonstration Mode

Select Virtual Kiosks

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Virtual Kiosks on which the Promotion will run.

P-S	S-S	V-S	S-P-S	R-S	I-S	C-S	All
Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (If applicable)	Activity Indices	Promo Spot Rate (\$/Impression)	Add Promo	
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	activity_indices	\$/Impression	<input type="checkbox"/>	
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	activity_indices	\$/Impression	<input type="checkbox"/>	
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	activity_indices	\$/Impression	<input type="checkbox"/>	
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	activity_indices	\$/Impression	<input type="checkbox"/>	
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	activity_indices	\$/Impression	<input type="checkbox"/>	

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Select All

Set

HG. 51 E 9

Brandkey promos

Control Panel for Managing Promotional Campaigns

Standard Demonstration Mod

913/939

Select Virtual Kiosks

P-S	S-S	V-S	S-P-S	R-S	I-S	C-S	All
Client Account No: 7145001							
User Name: John Smith							
Select the Virtual Kiosks on which the Promotion will run.							
Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (If applicable)	Activity Indices	Promo Spot Rate (\$/Impression)	Add Promo	
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	activity indices	\$/Impression	<input type="checkbox"/>	
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	activity indices	\$/Impression	<input type="checkbox"/>	
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	activity indices	\$/Impression	<input type="checkbox"/>	
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	activity indices	\$/Impression	<input type="checkbox"/>	
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	activity indices	\$/Impression	<input type="checkbox"/>	

◀◀ | ▶▶ Back | 1 2 3 4 5 | Next ▶▶

Select All Set

FIG. 52E 10

Control Panel for Managing Promotional Campaigns		Standard Demonstration Mode																																											
<input type="checkbox"/> Client Account: DISNEY		Client Account No: 7145001																																											
<input type="checkbox"/> Place Promo-Spot Order		User Name: John Smith																																											
<input type="checkbox"/> Modify Promo-Spot Order																																													
<input type="checkbox"/> Campaign Management																																													
<input type="checkbox"/> Promo-Spot Management																																													
Select Virtual Kiosks																																													
Select the Virtual Kiosks on which the Promotion will run.																																													
P-S	S-S	V-S	S-P-S																																										
R-S	I-S	C-S	All																																										
<table border="1"> <thead> <tr> <th>Virtual Kiosk Name</th> <th>Virtual Kiosk Serial Number</th> <th>Installation Domain</th> <th>Physical Location (if applicable)</th> <th>Activity Indices</th> <th>Promo Spot Rate (\$/Impression)</th> <th>Add Promo</th> </tr> </thead> <tbody> <tr> <td>Virtual Kiosk Name 1</td> <td>090987-098</td> <td>http://www.installationdomain1.html</td> <td>Location 1</td> <td>activity indices</td> <td>\$/Impression</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Virtual Kiosk Name 2</td> <td>090987-099</td> <td>http://www.installationdomain2.html</td> <td>Location 2</td> <td>activity indices</td> <td>\$/Impression</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Virtual Kiosk Name 3</td> <td>090987-098</td> <td>http://www.installationdomain3.html</td> <td>Location 3</td> <td>activity indices</td> <td>\$/Impression</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Virtual Kiosk Name 4</td> <td>090987-099</td> <td>http://www.installationdomain4.html</td> <td>Location 4</td> <td>activity indices</td> <td>\$/Impression</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Virtual Kiosk Name 5</td> <td>090987-098</td> <td>http://www.installationdomain5.html</td> <td>Location 5</td> <td>activity indices</td> <td>\$/Impression</td> <td><input type="checkbox"/></td> </tr> </tbody> </table>				Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Activity Indices	Promo Spot Rate (\$/Impression)	Add Promo	Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	activity indices	\$/Impression	<input type="checkbox"/>	Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	activity indices	\$/Impression	<input type="checkbox"/>	Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	activity indices	\$/Impression	<input type="checkbox"/>	Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	activity indices	\$/Impression	<input type="checkbox"/>	Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	activity indices	\$/Impression	<input type="checkbox"/>
Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Activity Indices	Promo Spot Rate (\$/Impression)	Add Promo																																							
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	activity indices	\$/Impression	<input type="checkbox"/>																																							
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	activity indices	\$/Impression	<input type="checkbox"/>																																							
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	activity indices	\$/Impression	<input type="checkbox"/>																																							
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	activity indices	\$/Impression	<input type="checkbox"/>																																							
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	activity indices	\$/Impression	<input type="checkbox"/>																																							

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Set

11

FIG. 52E11

915/939

Set

Fig. S1E12

Brandkey®
promote

Directory Management Campaign Management
 Client Account: DISNEY Set Start Date
 Promotional Services Modify Promo-Spot-Master

Set Date

Client Account No.: 7145001

Set the Start Date on which the Promotion will begin to run.

S	M	T	W	T	F	S
			1	2	3	4
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Control Panel for Managing Promotional Campaigns

Standard Demonstration Mod

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F/G. S2E 13

Brandkey™

promos

[Directory Management](#)
[Promo-Spot-Place](#)
[Promo-Spot-Order](#)[Campaign Management](#)[Promo-Spot Management](#)**Control Panel for Managing Promotional Campaigns****Standard Demonstration Mod****Set Frequency** Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Set the maximum number of times the Promotion may run.

 1 X/hr 2 X/hr 5 X/hr 10 X/hr

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Set

FIG. 52514



Client Account: DISNEY		Client Account No: 7145001		User Name: John Smith
<input type="checkbox"/> Client Account: DISNEY	<input type="checkbox"/> Client Account No: 7145001	<input type="checkbox"/> User Name: John Smith	<input type="checkbox"/> User Name: John Smith	<input type="checkbox"/> User Name: John Smith
<p>Please confirm the promotion(s) that has been placed on each Virtual Kiosk below. You may view the Promotion(s) associated with the Virtual Kiosk by clicking on its View promotions button.</p>				

Confirm Virtual Kiosk Promotional-Spot Orders

Client Account: DISNEY Client Account No: 7145001

Please confirm the promotion(s) that has been placed on each Virtual Kiosk below. You may view the Promotion(s) associated with the Virtual Kiosk by clicking on its View promotions button.

Virtual Kiosk Name	Virtual Kiosk Code	Virtual Kiosk Type	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Placed Promotions
Trek® Cycles 2002	Type goes here	Jazz® Discs 2002	Type goes here	http://www.trek.com/cycles.html	Nonwalk, CT	<input type="checkbox"/> View Promotions
Gatorade USA 2002	Type goes here	Just Do It!	Type goes here	http://www.jaz.com/discs/jaz.html	Greenwich, CT	<input type="checkbox"/> View Promotions
Trek® Cycles 2002	Type goes here	Trek® Cycles 2002	Type goes here	http://www.gatorade.com	Miami, FL	<input type="checkbox"/> View Promotions
				http://www.nike.com/sneakers/pump-air.html	Nonwalk, CT	<input type="checkbox"/> View Promotions
				http://www.trek.com/cycles.html	Greenwich, CT	<input type="checkbox"/> View Promotions

| Back 1 2 3 4 5 Next ► | ►►

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Control Panel for Managing Promotional Campaigns	
<input type="checkbox"/> Directory Management	<input type="checkbox"/> Campaign Management
<input type="checkbox"/> Place Promo-Spot Order	<input type="checkbox"/> Modify/Promo-Spot Order
<input type="checkbox"/> Standard Demonstration Mode	<input type="checkbox"/> Prom-Spot Management

Back Place Promo-Spot Order

FIG. S2E15



Directory Management	Campaign Management
Place an Order	Promotional Spot Order
View Promotions	Create New: Promotional Message

Standard Demonstration Mod

[View Promotions](#)

Client Account No: 7145001

User Name: John Smith

Set the Relative Order for each Promotion to run on the Virtual Kiosk. If you wish to remove an Promotion from the Promo-Spot Order, then enter a "0" in the Relative Order textbox. Then click Set to save you changes.

Virtual Kiosk Name: Jazz® Discs 2002

URL of Promotion

<http://www.trek.com/cycles.html>

<http://www.jaz.com/discs/jaz.html>

<http://www.gatorade.com>

Relative Order

-
-
-

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[Create New: Promotional Message](#)

F19.52E16

Brandkey™

promote

Directory Management	Campaign Management	Promo-Spot Management
View Promotions	Client Account No: 7145001	User Name: John Smith

Create new promotional message.

Message:

Background Color:	Black	<input checked="" type="radio"/>
Message Font:	Arial	<input checked="" type="radio"/>
Message Color:	Black	<input checked="" type="radio"/>

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FIG. S2E17

Brandkey Promote Subsystem

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Brandkey™ 

promote

Control Panel for Managing Promotional Campaigns

Campaign Management < | Promo-Spot Management

Standard Demonstration Mod

View Promotions

client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
------------------------	----------------------------	-----------------------

Nike Ice Hockey Equipment on Sale Until November 1st. \$29.95

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F1G.52 E 18

http://www.brandkeysystems.com/bk_promote/m_promotional-promo-spot-place-4view.html

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Brandkey™

promote

Directory Management	Campaign Management
Place Promo-Spot Order	Modify Promo-Spot Order

Control Panel for Managing Promotional Campaigns

Standard Demonstration Mode

Confirm Virtual Kiosk Promotional Spot Order

<input checked="" type="checkbox"/> Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith
--	----------------------------	-----------------------

Promo-Spot Order No.1234567 has been placed. Please review the Order information below to confirm it.

Virtual Kiosk Name:	Trek® Cycles 2002
Virtual Kiosk Type Code:	Type goes here
Virtual Kiosk Serial Number:	090987-098
Installation Domain:	http://www.trak.com/cycles.html
Physical Location (If applicable):	Norwalk, CT
Promo-Spot Place on this Virtual Kiosk:	Title 1 Title 2 Title 3

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[Back](#) [Confirm](#)

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Brandkey™

promote

Directory Management < Campaign Management < Promo-Spot Management

Place-Promo-Spot Order | **Select-Promo-Spot Order**

Select Promo-Spot Order

Client Account: DISNEY Client Account No: 7145001 User Name: John Smith

Select the Promo-Spot Order you wish to modify.

Promo-Spot Order Number

<u>1209978901</u>	Date Placed
<u>1209978932</u>	01/20/2003
<u>1209978456</u>	02/04/2003
<u>1209978678</u>	03/25/2003
<u>1209978222</u>	04/01/2003
	05/14/2003

<< | < Back 1 2 3 4 5 Next ► | ►►

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FIG. 52 E20

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Control Panel for Managing Promotional Campaigns					
Standard Demonstration Mode		Promo-Spot Management			
<input type="checkbox"/> Client Account: DISNEY		Client Account No: 7145001		User Name: John Smith	
Promotions have been placed on the Virtual Kiosks below. You may view the Promotion(s) associated with the Virtual Kiosk by clicking on its View Promotions button. Click Update Promotions to modify your Promotion Placements.					
Virtual Kiosk Name	Virtual Kiosk Code	Type	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)
Trek® Cycles 2002	Type goes here	090987-098		http://www.trek.com/cycles.html	Nonwalk, CT
Jazz® Discs 2002	Type goes here	090987-099		http://www.jazz.com/cliscs/jaz.html	Greenwich, CT
Gatorade USA 2002	Type goes here	090987-098		http://www.gatorade.com	Miami, FL
Just Do It! 2002	Type goes here	090987-099		http://www.nike.com/sneakers/pump-air.html	Nonwalk, CT
Trek® Cycles 2002	Type goes here	090987-098		http://www.trek.com/cycles.html	Greenwich, CT

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Fig. 52 E 21

Brandkey™

promote

Directory Management	Campaign Management
Place Promo-Spot Order	Modify Promo-Spot Order

[View Promotions](#)

Client Account: DISNEY

Client Account No: 7145001

Set the Relative Order for each Promotion to run on the Virtual Kiosk. If you wish to remove an Promotion from the Promo-Spot Order, then enter a "0" in the Relative Order textbox. Then click Set to save you changes.

Virtual Kiosk Name: Jazz® Discs 2002

URL of Promotion

<http://www.trek.com/cycles.html>

<http://www.jaz.com/discs/jaz.html>

<http://www.gatorade.com>

Title

Trek® Cycles 2002

Jazz® Discs 2002

Gatorade USA 2002

Relative Order

- 1
- 2
- 3

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Control Panel for Managing Promotional Campaigns

Standard Demonstration Mod

Create New Promotional Message

Set

FIG. S2 E22

Brandkey™

promos

Directory Management	Campaign Management	Client Account No: 7145001	User Name: John Smith
Placed Promo-Spot Orders	Placed Promotional Spots		

[View Promotions](#)

Create new promotional message.

Message:

Background Color: Black

Message Font: Arial

Message Color: Black

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[View Message](#)

FIG. S2 E 23

Brandkey 

promote

Directory Management

Campaign Management

Place Promo-Spot Order

View Promotions

Control Panel for Managing Promotional Campaigns

Standard Demonstration Mode

[View Promotions](#)

client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Nik Ice Hockey Equipment on Sale Until November 1st. \$29.95

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Control Panel for Managing Promotional Campaigns

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Directory Management | Campaign Management | Promo-Spot Management | Place Promote-Spot Order | Manage Promotional Spots/Groups

Standard Demonstration Mod

Assign Promotions to Virtual Kiosks

Configure selected promotion(s) that is to run in the Registered Virtual Kiosk Promotional Campaign.
 Click the Select Virtual Kiosks button to select the Virtual Kiosks on which the promotion will run.
 Click the Set Date button to set the Start Date on which the promotion will begin to run.
 Click the Set Frequency button to set the maximum number of times the promotion may run per hour.

URL of promotion	Title	Virtual Kiosks	Start Date	Frequency
http://www.trek.com/cycles.html	Trek® Cycles 2002	Select Virtual Kiosks	09/20/02	Set Date 10 X/hr Set Frequency
http://www.jaz.com/disks/jaz.html	Jaz® Disks 2002	Select Virtual Kiosks	10/30/02	Set Date 5 X/hr Set Frequency
http://www.gatorade.com	Gatorade USA 2002	Select Virtual Kiosks	07/10/02	Set Date 2 X/hr Set Frequency
http://www.nike.com/sneakers/pump-air.html	Just Do It!	Select Virtual Kiosks	01/02/02	Set Date 10 X/hr Set Frequency
http://www.trek.com/cycles.html	Trek® Cycles 2002	Select Virtual Kiosks	09/20/02	Set Date 5 X/hr Set Frequency

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[Back](#) | [Add Promotions](#) | [Next](#)

FIG. S2 E25

Brandkey™

promote

Control Panel for Managing Promotional Campaigns

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Virtual Kiosks on which the Promotion will run.

P-S	S-S	V-S	S-P-S	R-S	I-S	C-S	All
Virtual Kiosk Name Virtual Kiosk Serial Number	Installation Domain (if applicable)	Physical Location (if applicable)	Activity Indices	Promo Spot Rate (\$/Impression)	Add Promo		
Virtual Kiosk Name 1 090987-098	http://www.installationdomain1.html	Location 1	activity indices	\$/Impression	<input type="checkbox"/>		
Virtual Kiosk Name 2 090987-099	http://www.installationdomain2.html	Location 2	activity indices	\$/Impression	<input type="checkbox"/>		
Virtual Kiosk Name 3 090987-098	http://www.installationdomain3.html	Location 3	activity indices	\$/Impression	<input type="checkbox"/>		
Virtual Kiosk Name 4 090987-099	http://www.installationdomain4.html	Location 4	activity indices	\$/Impression	<input type="checkbox"/>		
Virtual Kiosk Name 5 090987-098	http://www.installationdomain5.html	Location 5	activity indices	\$/Impression	<input type="checkbox"/>		

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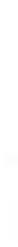
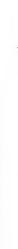
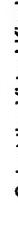
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 Select All

 Set

FIG. 52 E 26

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 Brandkey promote	Directory Management Place Promotional Order	Campaign Management Promo-Spot-Order	 Promo-Spot-Management	 Standard Demonstration Mode	 Promo-Spot-Management	 Standard Demonstration Mode
Select Virtual Kiosks						
Select the Virtual Kiosks on which the Promotion will run.						
<input type="checkbox"/> Client Account: DISNEY						
Client Account No: 7145001						
User Name: John Smith						
 Virtual Kiosks	 Physical Location (if applicable)	 Activity Indices	 Promo Spot Rate (\$/Impression)	 Add Promo	 All	 All
 Virtual Kiosk Name	 Virtual Kiosk Serial Number	 Installation Domain	 Activity Indices	 Promo Spot Rate (\$/Impression)	 Add Promo	 All
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	 activity_indices	 \$/Impression	<input type="checkbox"/>
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	 activity_indices	 \$/Impression	<input type="checkbox"/>
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	 activity_indices	 \$/Impression	<input type="checkbox"/>
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	 activity_indices	 \$/Impression	<input type="checkbox"/>
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	 activity_indices	 \$/Impression	<input type="checkbox"/>
  Back Next 						

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Set

FIG. 52 E 27

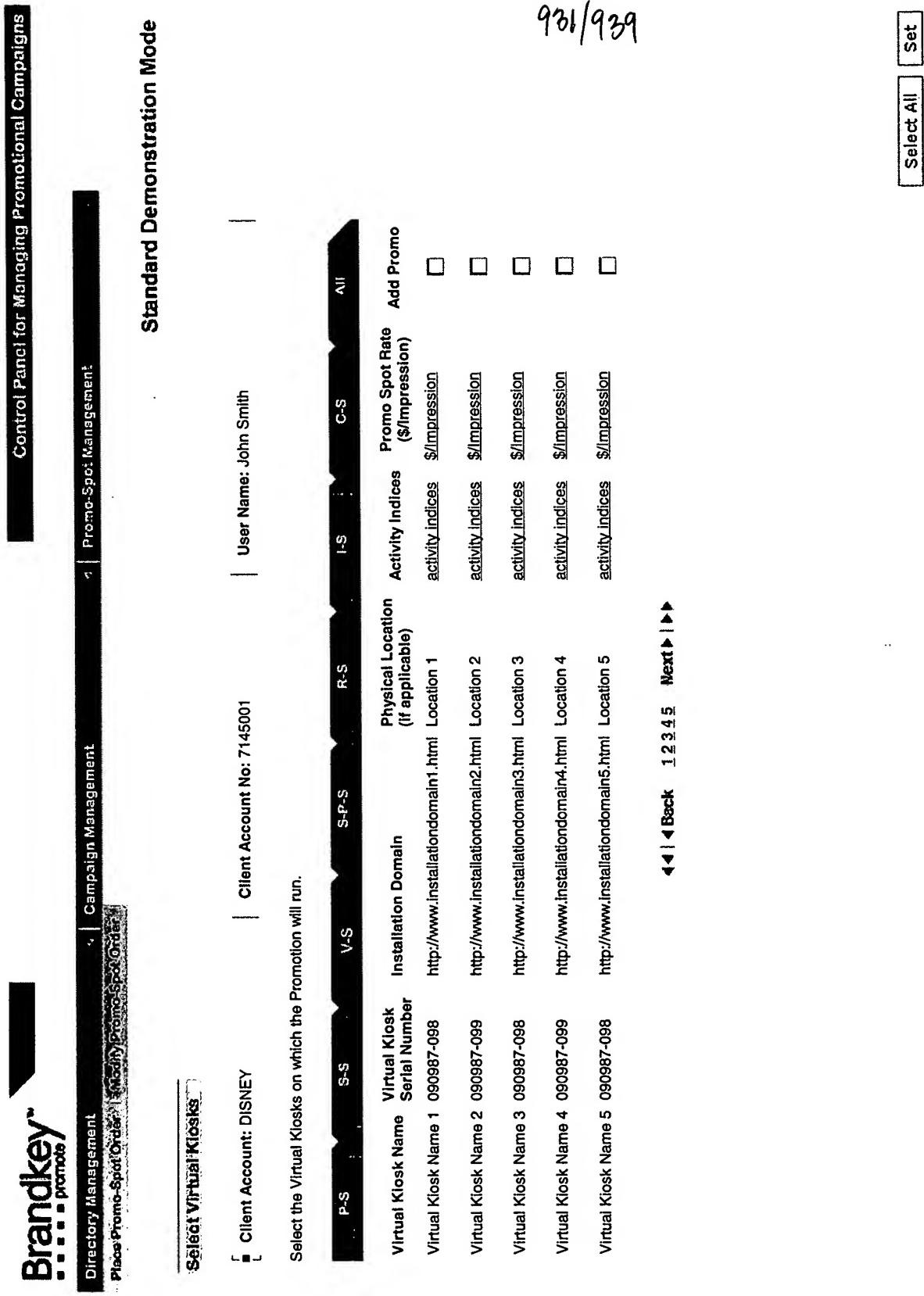


FIG. 52 E 28

Brandkey™

promote

Control Panel for Managing Promotional Campaigns

Standard Demonstration Mod

P-S	S-S	V-S	S-P-S	R-S	I-S	C-S	All
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Activity Indices	Promo Spot Rate (\$/Impression)	Add Promo	
Virtual Kiosk Name 1 090987-098		http://www.installationdomain1.html	Location 1	activity_indices	\$/Impression	<input type="checkbox"/>	
Virtual Kiosk Name 2 090987-099		http://www.installationdomain2.html	Location 2	activity_indices	\$/Impression	<input type="checkbox"/>	
Virtual Kiosk Name 3 090987-098		http://www.installationdomain3.html	Location 3	activity_indices	\$/Impression	<input type="checkbox"/>	
Virtual Kiosk Name 4 090987-099		http://www.installationdomain4.html	Location 4	activity_indices	\$/Impression	<input type="checkbox"/>	
Virtual Kiosk Name 5 090987-098		http://www.installationdomain5.html	Location 5	activity_indices	\$/Impression	<input type="checkbox"/>	

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Select All Set

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FIG. 52E29

Control Panel for Managing Promotional Campaigns	
<input type="checkbox"/> Client Account: DISNEY	Client Account No: 7145001
<input checked="" type="checkbox"/> Select Virtual Kiosks	Select the Virtual Kiosks on which the Promotion will run.
<input type="radio"/> Directory Management <input type="radio"/> Place Promo-Spot Orders <input type="radio"/> Promotional Management	
<input type="radio"/> Standard Demonstration Mode <input type="radio"/> All	
P-S	S-S
V-S	R-S
S-P-S	I-S
C-S	

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Set

FIG. 52 E 30

http://www.brandkeysystems.com/bk_promote/m_promotional-promo-spot-modify-3rs.html



Control Panel for Managing Promotional Campaigns

Client Account: DISNEY	Client Account No: 7145001	User Name: John Smith					
Select the Virtual Kiosks on which the Promotion will run.							
P-S	S-S	V-S	S-P-S	R-S	I-S	C-S	All

Select Virtual Kiosks:

Select the Virtual Kiosks on which the Promotion will run.

	Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (if applicable)	Activity Indices	Promo Spot Rate (\$/Impression)	Add Promo
Virtual Kiosk Name 1	090987-098		http://www.installationdomain1.html	Location 1	activity_indices	\$/Impression	<input type="checkbox"/>
Virtual Kiosk Name 2	090987-099		http://www.installationdomain2.html	Location 2	activity_indices	\$/Impression	<input type="checkbox"/>
Virtual Kiosk Name 3	090987-098		http://www.installationdomain3.html	Location 3	activity_indices	\$/Impression	<input type="checkbox"/>
Virtual Kiosk Name 4	090987-099		http://www.installationdomain4.html	Location 4	activity_indices	\$/Impression	<input type="checkbox"/>
Virtual Kiosk Name 5	090987-098		http://www.installationdomain5.html	Location 5	activity_indices	\$/Impression	<input type="checkbox"/>

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FIG. 52 E 31

Brandkey®

promote

Directory Management	Campaign Management	Promo-Spot Management
Place Promo-Spot on Java Application	Place Promo-Spot on JBoss Application	Place Promo-Spot on Tomcat Application

Select Virtual Kiosks

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the Virtual Kiosks on which the Promotion will run.

P-S	S-S	V-S	S-P-S	R-S	I-S	C-S	All
Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (If applicable)	Activity Indices	Promo Spot Rate (\$/Impression)	Add Promo	
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	activity indices	\$/Impression	<input type="checkbox"/>	
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	activity indices	\$/Impression	<input type="checkbox"/>	
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	activity indices	\$/Impression	<input type="checkbox"/>	
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	activity indices	\$/Impression	<input type="checkbox"/>	
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	activity indices	\$/Impression	<input type="checkbox"/>	

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 Select All

Fig. 52 E32

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Brandkey™

promote

[Directory Management](#) | [Campaign Management](#) | [Promo-Spot Management](#)

[Place Promo-Spot Order](#) | [Modify Promo-Spot Order](#)

[Select Virtual Kiosks](#)

Client Account: DISNEY

Client Account No: 7145001

User Name: John Smith

Select the Virtual Kiosks on which the Promotion will run.

P-S	S-S	V-S	S-P-S	R-S	I-S	C-S	A-II
Virtual Kiosk Name	Virtual Kiosk Serial Number	Installation Domain	Physical Location (If applicable)	Activity Indices	Promo Spot Rate (\$/Impression)	Add Promo	
Virtual Kiosk Name 1	090987-098	http://www.installationdomain1.html	Location 1	activity_indices	\$/Impression	<input type="checkbox"/>	
Virtual Kiosk Name 2	090987-099	http://www.installationdomain2.html	Location 2	activity_indices	\$/Impression	<input type="checkbox"/>	
Virtual Kiosk Name 3	090987-098	http://www.installationdomain3.html	Location 3	activity_indices	\$/Impression	<input type="checkbox"/>	
Virtual Kiosk Name 4	090987-099	http://www.installationdomain4.html	Location 4	activity_indices	\$/Impression	<input type="checkbox"/>	
Virtual Kiosk Name 5	090987-098	http://www.installationdomain5.html	Location 5	activity_indices	\$/Impression	<input type="checkbox"/>	

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Fig. S2E33

Brandkey™
promotes

Directory Management <| Campaign Management
Place-Promo-Spot-Order | Modify-Promo-Spot-Order

Control Panel for Managing Promotional Campaigns

Standard Demonstration Mode

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Set the Start Date on which the Promotion will begin to run.

S	M	T	W	T	F	S
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

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Set

FIG. 52E34

Brandkey™
promote

Control Panel for Managing Promotional Campaigns

Standard Demonstration Mode

Set Frequency

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Set the maximum number of times the Promotion may run.

1 X/hr
 2 X/hr
 5 X/hr
 10 X/hr

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Set

FIG. 52(E) 35

Brandkey™

promote

Directory Management	Campaign Management	Promo-Spot Management
Place Promo-Spot Order	Notify Promo-Spot Order	

Select Promotions

Client Account: DISNEY | Client Account No: 7145001 | User Name: John Smith

Select the promotion(s) which you wish to run in the selected Virtual Klask Promotion Campaign by checking its Add to Campaign checkbox. You may Preview any Promotion by clicking on its URL in the list below. To remove an Advertisement simply uncheck its Add to Campaign checkbox.

URL of Promotion	Title	Creator / Author	Owner	Add to Campaign
http://www.trek.com/cycles.html	Trek® Cycles 2002	Trek creator	Trek, Inc.	<input type="checkbox"/>
http://www.jaz.com/discs/jaz.html	Jaz® Discs 2002	Iomega Creator	Iomega	<input type="checkbox"/>
http://www.trek.com/cycles.html	Gatorade USA 2002	Gatorade Creator	Gatorade	<input type="checkbox"/>
http://www.jaz.com/discs/jaz.html	Just Do It!	Nike Creator	Nike	<input type="checkbox"/>
http://www.trek.com/cycles.html	Trek® Cycles 2002	Trek creator	Trek, Inc.	<input type="checkbox"/>

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